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COVER PAGE

Clockwise from bottom left:
Election Night Special/Décision 97,
CBC/Radio-Canada television networks;
Marc-André Masson, Reporter, RDI, Manitoba;
lce Storm in Quebec and Eastern Ontario;
Catriona LeMay Doan, Gold Medalist,
Women's 500 metre, Speed Skating,
1998 Winter Olympics, Nagano, Japan

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Corporate Profile

STATUS

The Canadian Broadcasting Corporation, Canada's national public broadcaster, was created by an Act of Parliament on November 2, 1936, and now operates under the 1991 *Broadcasting Act.* It is accountable to the Parliament of Canada through the Minister of Canadian Heritage, to whom it reports annually.

PROGRAM SERVICES

CBC program services include:

- two main television networks, one in English, one in French, which offer general and special interest programs;
- four main radio networks, two in English, two in French, which offer information and general interest programs as well as classical music, jazz and cultural programs;
- two all-news and information television networks, one in English, one in French, entirely financed by cable subscriptions and advertising revenue;
- radio and television services to the North in English, French and eight native languages;
- a digital pay audio service offering 30 continuous music channels 24 hours a day, without talk or commercials.

CBC also provides, on behalf of the Government of Canada, an international shortwave radio service which broadcasts in seven languages.

DISTRIBUTION

CBC programs are distributed through satellite in combination with microwave and landline, feeding 93 CBC owned stations, 1,165 CBC rebroadcasters, 28 private affiliated stations and 291 affiliated or community rebroadcasters.

FINANCING

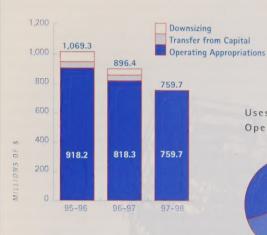
CBC is financed mainly through public funds, supplemented by advertising revenue on television and various other revenue sources.



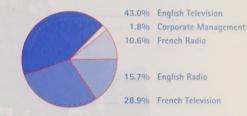
Financial Highlights

PARLIAMENTARY OPERATING APPROPRIATIONS

Operating appropriations are decreasing in line with government directives.



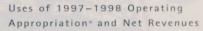
Uses of the 1997-1998
Operating Appropriation

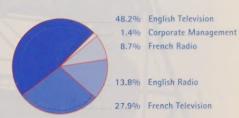


OPERATING APPROPRIATIONS AND NET REVENUES**

The Corporation's reliance on net revenues is increasing.







^{*} Before taxes and excluding downsizing costs and the \$56.7 million repayment, with interest, of the repayable downsizing advance

^{**} Including transfers from capital and excluding special appropriations for downsizing and RCI



Message from the Chair





uvlaine Saucier

As the new millennium dawns, CBC/Radio-Canada finds itself on the threshold of a bold, challenging and exciting period in its history. With downsizing, budget cuts and restructuring behind us, we begin the process of planning based on our public mandate, planning based on our strengths, planning firmly focussed on the future.

This past year marked the last in a massive downsizing and restructuring exercise embarked upon only a few years ago. At the beginning of my first mandate in 1995 it was difficult for any of us to fathom how the Corporation would be able to cut so much and still remain a vital instrument of Canadian identity.

But 1997-1998 also augured winds of change for CBC/Radio-Canada.

Last summer, English Television launched a bold new season where Canadian content was the star of prime time and a leading character during the day. French Television launched eight new drama series which garnered critical acclaim and wide audiences. French and English Radio networks, in large part thanks to the Government's additional funding of \$10 million dollars per year, introduced new schedules with new programs from all parts of Canada. English Radio networks re-branded their services to the now ubiquitous Radio One and Radio Two; and French Radio renamed their services Première Chaîne for AM radio and Chaîne culturelle for FM stereo. And throughout this year, the women and men, the artists and the artisans of CBC/Radio-Canada particularly distinguished themselves in times of crisis and in times of shared joy.

To be sure, while we have numerous accomplishments to be proud of, CBC/Radio-Canada continues to be a work in progress.

As the pressures of globalization increase, efforts to protect the strength and diversity of Canada's cultural identity must be redoubled. A strong CBC/Radio-Canada, clearly focussed on the essence of its mandate — to reflect, nurture and strengthen Canadian identity — is essential to the very survival and continuance of our culture. CBC/Radio-Canada, as Canada's national public broadcaster, has an abiding responsibility to link Canadians from coast to coast to coast, overcoming distance and geography, generational differences and language barriers.

In my second term as Chair of CBC/Radio-Canada, I want to ensure that in the years to come this Corporation is recognized for its commitment to the Canadian public, and for its leading role in reflecting and transmitting Canadian values and concerns in a manner befitting a great national institution.

In recognition of the rapidly changing broadcast environment, the Board of Directors has endorsed a dynamic strategic planning process which will guide CBC/Radio-Canada into the next millennium. In charting a new course for CBC/Radio-Canada it is crucial that we examine the key challenges which confront us today and which will confront us in the future.

The CBC is mandated to bring a special, essential service to Canadians. A service that is unique to CBC/Radio-Canada as Canada's national public broadcaster. CBC/Radio-Canada is one of the principal means of conveyance of our culture. To maintain this role in the long term, we must welcome and nurture new voices, while continuing to serve our loyal audiences. It is therefore important to examine how CBC/Radio-Canada reaches out to younger performers, to younger audiences and to underserved ones.

We must also look at the level of service the CBC provides to all Canadians. As we apply for licences for new services, we must assess whether we are not simply improving services to existing audiences, to those who already have full access to our constellation of services. I am heartened by the new linkages the Internet has brought to rural, remote and Northern communities — but its penetration is far from complete, and we are only beginning to offer programs specifically designed for the Internet.

Another issue which we must examine is how do we truly reflect the regions to each other as we are mandated to do? Today's programming may have currency within a region, but does it convey to an Albertan the reality of living in New Brunswick?

We must also consider the way in which CBC/Radio-Canada provides service choices to Canadians who are hard to reach for other reasons: young people who find commercial radio so attractive, and people from minority communities.

Moreover, when we investigate vast opportunities provided by new media we must consider whether we apply our mandate in the same way as we do with the conventional media.

Many answers are related to our programming — we must ensure that CBC/Radio-Canada programming is indeed a true alternative, and that it contributes to advancing dialogue about our shared values and our differences. Of course, we must also balance those goals against being elitist. We are asked to "enlighten," but to what extent do we actually have a responsibility to provide educational programming?

Finally, a core issue which we must deal with is at the heart of what we do best: how do we define ourselves in the changing world of broadcast journalism? The awards we have won for news and current affairs are legion. Canadians find our broadcast news to be the most credible source of news. To continue to be relevant and credible in the future, as choices multiply, we must fully map out and articulate what we want our news offerings to represent, and ensure that they continue to espouse the values of the *Broadcasting Act* — insightful and inclusive coverage.

Transcending geographic barriers, championing inter-regional and cross-cultural communications, bringing a public broadcasting perspective to new media, attracting and maintaining new audiences, creating new and innovative programming, ensuring the highest journalistic standards, are only a short list of considerations to be examined. They are all part of our mandate.

Moreover, CBC/Radio-Canada is mastering the same challenges that face all businesses today; from fundamental reviews of all our processes and business practices to Year 2000 issues. We are moving ahead with a renewed perspective: that of an organization strongly focused on its mandate to the Canadian people, determined to do better with less.

The Canadian Broadcasting Corporation, now in the early years of its seventh decade, embraces change. But we cannot and will not turn our backs on the proud history that has earned us a privileged place in Canadian homes.

It is the foundation for the evolution of CBC/Radio-Canada.

Guylaine Saucier, C.M., F.C.A.

\$14

Chair of the Board

as Canada's national public broadcaster, has an abiding responsibility to link Canadians from coast to coast to coast, overcoming distance and geography, generational differences and language barriers



The Board of Directors 1997-1998

In accordance with the *Broadcasting Act*, the Board of Directors is responsible for the management of the Corporation. The Board is made up of 12 members, including the Chair and the President and CEO.

Guylaine Saucier, C.M., F.C.A.

Chair Montreal, Quebec 2 +, 3 +, 4, 5 +

Hon. Perrin Beatty, P.C.

President and CEC Ottawa, Ontario 2, 4, 5

John A. Campion

Partner/Barrister Fasken Campbell Godfrey Barristers and Solicitors Toronto, Ontario 2, 4

Dr. Val H. Conway †

Ophthalmologist St. John's, Newfoundland

Michel Doyon, O.C.

Partner/Barrister Gagné, Letarte s.e.n.c. Barristers and Solicitors Quebec, Quebec 1+, 2

Roy L. Heenan

Chairman and Senior Partner Heenan Blaikie Barristers and Solicitors Montreal, Quebec 4, 5

Jane Heffelfinger

Actress Broadcaster Monday Publishing Victoria, British Columbia 1, 2

Sandra Kolber, C.M.

Writer/Film Consultant Le Windsor Montreal, Quebec

Clarence LeBreton

Director Aquarium et Centre Marin de Shippagan Shippagan, New Brunswick 1, 2, 5

Thompson MacDonald

President Strategic Communications Consultants Ltd. Calgary, Alberta 2, 6 +

L. Richard O'Hagan

Special Advisor to the Chairman Bank of Montreal Toronto, Ontario 1, 2

Hon. A. Brian Peckford Y

President
Peckford Consulting Ltd.
Qualicum Beach, British Columbia
3, 4 1, 5

W. Thomas R. Wilson

President and CEO Oceanic Adventures International Toronto, Ontario 2, 3, 5, 6

COMMITTEES OF THE BOARD

- 1 Audit Committee
- 2 Standing Committees on English and French Language Broadcasting
- 3 Governance Committee
- 4 Human Resources and Compensation Committee
- 5 Transformation Committee

6 CBC Pension Board of Trustees

- + Committee Chair
- † New Board Member, March 1998
- Y Term ended, December 1997.



Improving Corporate Governance

For the third year in a row, the Board of Directors brought considerable improvements to its corporate governance processes, in light of the federal government guidelines for Crown corporations.

APPROVING THE STRATEGIC DIRECTION

The first of these guidelines states that "the Board of Directors of every Crown corporation should explicitly assume responsibility for the stewardship of the corporation." This stewardship includes approving the strategic direction and corporate plan of the corporation.

The Corporate Plan, which normally sets the corporation's objectives for a five-year period, the strategy to achieve these objectives, performance indicators and targets, was approved by the Board after it had assessed and challenged it. This year the Corporate Plan only provided plans for the first year, as a comprehensive, forward looking vision is now being crafted and will be presented in the fall of 1998.

As part of this strategy, the Board is establishing a mechanism by which strategic planning becomes an on-going process and is discussed regularly by the Board and management. This process will allow the Corporation's strategy to be a living document, more responsive and adaptable to the changing environment.

The Board also reviewed the policy intent of various submissions to the Canadian Radiotelevision and Telecommunications Commission (CRTC).

COMMUNICATIONS

The Board approved the Corporation's strategy to improve communications with the Crown, other stakeholders and the public. This strategy identifies the challenges facing the Corporation, and includes both an action plan and performance indicators.

EVALUATION OF THE CEO'S PERFORMANCE

Last year, the Board developed a method of assessing the CEO's performance against the established duties and objectives agreed to by the Board and the CEO at the beginning of the year. This yearly process was first implemented in the course of 1997–1998.

COMPOSITION AND EVALUATION OF THE BOARD

According to guidelines, in anticipation of future vacancies, the Board has an opportunity to suggest to the Minister the type of expertise which would be beneficial to the overall composition of the Board. Over the past year, advice was provided so as to reflect the regions and diverse communities, and to ensure that the range of expertise on the Board is balanced and relevant.

In line with governance practices of leading corporations, the Board undertook an evaluation process to assess its strengths and weaknesses, and to refocus the Board's work where necessary to better reflect its original terms of reference.

ORIENTATION OF BOARD MEMBERS

The Board is sensitive to the importance of giving its members the orientation and education they need to fulfill their obligations. In 1997–1998, amongst other activities, Board members were invited to attend a conference on corporate governance. Further plans will be developed as new Board members join.

BOARD COMMITTEES

To conduct its business in the most efficient manner, the Board relies on a number of committees.

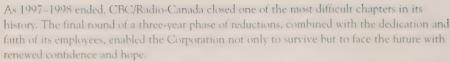
In 1996–1997, five committees were active. This year, the Transformation Committee, appointed in 1995 to give support and guidance to CBC management during the Corporation's major transformation process, completed its mandate and was re-purposed so that it could provide to the Board and to Senior Management a forum to review strategic planning issues, and to give the Board support in this area. The four other committees remain: the Audit Committee, the Standing Committees on English and French Language Broadcasting, the Governance Committee and the Human Resources and Compensation Committee.

The CBC Pension Board of Trustees

Two CBC Directors, Thompson MacDonald and Thomas Wilson, sit on the Pension Board of Trustees. Corporate governance issues were further pursued by the CBC Pension Board of Trustees. The Fund's annual report provides further details (address on p. 65).



Message from the President and CEO



In the previous 36 months, the CBC cut its annual expenditures by more than \$400 million. It did so without closing any stations, focusing instead on achieving efficiencies where possible, finding alternative ways of doing things, and changing schedules to reflect the new reality. The number of Vice-Presidents was reduced by almost half; the head office building was sold and new collective agreements based on multi-skilling and cross-skilling were ratified. Corporate management costs were slashed to just over one cent on the dollar.

While this huge financial restructuring was taking place, CBC employees were introducing new programs, new services and new technologies to serve Canadians better. Last season, ratings were up for both CBC Television and Radio in both English and French.



errin Beatty

NEW PROGRAMS

We Canadianized English TV prime time. That has meant replacing 200 hours of American shows a year. Our French Television service introduced a record number of drama series during the 1997–1998 season. Radio One now provides listeners with the best from around the world through its overnight service. This year French radio introduced new programs to reach younger listeners.

NEW SERVICES

This past year, we announced plans to open a new radio station in Victoria, new radio bureaus in London, Trois-Rivières and Sherbrooke, and combined radio/television services in Cambridge Bay in the Arctic. In addition, English and French Radio opened a joint bureau in Bathurst, and a French Television bureau was opened in Hawkesbury. In Canada's two largest cities, Montreal and Toronto, our radio services were moved from AM to FM to make them more accessible.

NEW TECHNOLOGIES

The CBC is leading the industry in preparing for digital radio and TV. CBC Radio became the world's first public broadcaster to offer programs live on the Internet. We remain the only Canadian broadcaster with a major presence on the World Wide Web, providing a range of programming from the arts to news to sports, and items of interest to children.

A public broadcaster like CBC/Radio-Canada draws its strength from its employees. This past year, they once again demonstrated their depth and breadth:

In January, our employees provided extraordinary national and regional coverage of the ice storm that paralyzed much of Quebec and Eastern Ontario. Just as they had when flooding struck Manitoba and the Saguenay region of Quebec, they demonstrated the critical role a locally-rooted public broadcaster can play during emergencies.

They also distinguished themselves during much happier times. This February, our services broadcast more than 700 hours of the Nagano Winter Olympics, using a team only a fraction as large as that of the commercial broadcaster providing coverage to audiences south of the border. This exercise didn't cost taxpayers a cent. We covered all of our direct costs and generated several million dollars to put back into the operation.

We are proud that CBC/Radio-Canada's widely-acclaimed coverage of the Atlanta and Nagano Games has won recognition around the world. We are particularly pleased that the International Olympic Committee has awarded CBC/Radio-Canada, in partnership with NetStar, the broadcast rights to the next five Olympic Games.

This past year, English Television won more than three times as many Geminis as our closest competitors, while French Television recorded continuing successes at the Gémeaux. We also brought home an international Emmy from New York.

As the 1997–1998 fiscal year ended, CBC entered a five-year period for which the government has guaranteed stable funding. After years of reductions, we can now plan based on opportunities and not limitations. We are well aware that crucial challenges still lie ahead. As competition for audiences intensifies, we need to ensure that the CBC is able to connect with Canadians:

- Changes in technology present new ways to serve audiences, but those changes can be both expensive and risky. We are moving rapidly ahead with digital radio and must now make important decisions about digital television.
- It is currently cost effective to maintain our own distribution system. In the future, it may be worthwhile to redirect even more resources from distribution into programming, but we need to guarantee affordable access to our audiences in both old and new media.
- In the multi-channel universe, and with the continuing development of new delivery systems, the CBC needs to have equity in its programs to protect its brand and to serve audiences across a variety of media, but the structure of its funding mitigates against its ability to do so.
- We are proud of our progress in reflecting the changing face of Canada, but we must do more to serve young people and Canada's many cultural communities.

All of these are serious issues, and many others are equally important. We will need to deal with them in the days ahead.

What is of greatest importance, however, is that today Canada's national public broadcaster is more efficient, more self-assured, more focussed on its mandate, and better prepared for the future than it has been for decades.

CBC/Radio-Canada can and must accept the challenges of broadcasting programming that others cannot put on. We can and must offer a broadcast schedule designed in Canada for Canadians. We can and must ensure healthy, Canadian-based programs for Canadian children. We can and must celebrate the arts in Canada. We can and must put Canadians in touch with each other despite differences of language and culture.

We tell Canadian stories because it is what we do best. It is what people search us out for. It is what makes us distinct. It is what Canadians want and the country needs.

on its mandate, and better prepared for the future than it has been

Perrin Beatty, P.C.
President and CEO



The Road to Renewal

The last few years have been a time of tremendous change in the CBC. From 1994–1995 to 1997–1998, the Corporation has had to meet a financial shortfall of more than \$400 million resulting largely from the gradual reduction of its Parliamentary appropriation.

The impact of the implementation of the last round of cuts, announced in December 1997, was not as extensive as expected. The Corporation was able to reduce the number of positions affected thanks to the government's decision to reinstate funding for Radio Canada International and to contribute an additional \$10 million annually for radio. This was also achieved through greater internal efficiencies and increased revenues.

Completion of the cuts, improvements to programs and delivery of services, and the government's commitment to provide stable five-year funding signal that CBC is turning the page and starting a whole new chapter.

As part of this renewal process, CBC introduced several initiatives that will make the Corporation compliant with the Year 2000 realities and have a significant and positive impact on the way it operates.

TOWARDS THE YEAR 2000

Readying the CBC for the Year 2000

Preparing our information and broadcasting systems for the technological challenges anticipated at the advent of the Year 2000 is a primary concern for CBC. The Corporation has put in place a rigorous process to address Year 2000 compliance issues in all its computer hardware and software, and its production equipment. The objective is to ensure that there will be no interruptions in any of the CBC's essential or core activities as the new millennium dawns. Evaluation of the risks and potential impacts began more than a year ago. In the fall of 1997, a multi-disciplinary team was established to determine the changes which would be necessary to ensure that all

CBC applications would be Year 2000 compliant by mid 1999. Work plans were coordinated with the four media components, Engineering and Information Technology (IT).

The scope of the work is extensive and the deadlines are irrevocable. The Corporation has enlisted the expertise and support of external consultants to ensure the success of this project. As of March 1998, inventories of all IT applications and risk assessments of these applications had been completed, and conversion of non-compliant programs had started. A computer replacement infrastructure program was introduced to ensure that all PC workstations are Year 2000 compliant, and that older PCs are not used in any operational activities. Moreover, an inventory of all other Year 2000 sensitive equipment and software was undertaken, and plans for testing are underway.

Changes in Key Systems

In spring 1997, the Board of Directors approved Project Evolution, a far reaching project which will not only make the CBC Year 2000 compliant in its financial and administrative systems, but which will provide accurate, timely information to the people who need it to take decisions, thereby freeing up resources for programming.

Over the next few years, this project will bring about important changes in the way work gets done at the CBC. It will simplify work processes, the fashion in which authority is distributed, organize internal structures and jobs, and connect people in various parts of the Corporation.

Managers will be able to do more thorough analyses and make faster, more informed decisions; employees will function more as contributors and accept greater accountability for value delivered.

The next phase of the Totally Integrated Personnel and Pay System (TIPPS) project, On line Capture of Employee Time (OCTET), is also being rolled out. It is fully Year 2000 compliant and will replace smaller local systems which are not.

INFORMATION TECHNOLOGY REORGANIZATION

To best serve the Corporation's information technology needs, all of CBC's IT operations were restructured. The new IT function operates within an integrated structure which will permit common architecture in systems, facilitate shared standards, and enable the IT team to provide better service across Canada. By being fully aligned to the Corporation's business objectives and strategies, the new structure will eliminate overlaps, allow for economies of scale and lead to a better return on CBC's technological investments. It will also allow smoother convergence of technologies.

NEW BUSINESS PROCESSES

The downsizing, re-structuring and reorganization activities that have taken place have changed the roles and responsibilities of many managers and supervisors across the Corporation. To support the management team and increase efficiency, CBC introduced several processes including the integration of the business planning process with a revised process for managing performance, a job evaluation process, and a review of the compensation structure and practices for management and APS (Association of Professionals and Supervisors) employees. The Business Planning process confirms the objectives and performance indicators for each component of the Corporation. The Performance Management Cycle encourages managers and their supervisors to talk about the CBC's mission, vision and values, and to develop personal objectives and a feedback plan. It also provides a basis for linking performance with compensation.

The cornerstone of the compensation system is the Job Evaluation Process which includes comparison of jobs within the CBC (using job descriptions reviewed by teams of CBC managers) and allows for benchmarking them with the external market.

The Performance Management Cycle, which was successfully introduced to the Senior Management Group, will be applied throughout the Management/APS category in 1998–1999. The development of programs for performance appraisal/management and job evaluation are the subject of ongoing discussions with our unions.

In addition, for both unionized and non-unionized staff, there will be expanded training and development opportunities. These will include a coordinated Management Development Program and a Succession Process which began with senior managers in 1997–1998.

COLLECTIVE AGREEMENTS

The collective agreements in the English file are in their last phase of implementation. The flexibility obtained in the last round of negotiations is being applied successfully. Management and employees have enhanced the concept of multi and cross-skilled assignments, thus making work more interesting, and also allowing the Corporation to meet its financial objectives.

The Corporation also pursued the outsourcing objectives incorporated in the English file's collective agreements. Services of a noncore business nature such as security and building maintenance have been outsourced, and the related savings used to improve programs and reduce our deficit.

In the French file, collective agreements have been signed with both talent and industrial units, and the Unit 1 (Syndicat des communications de Radio-Canada) agreement was signed shortly after the beginning of the new fiscal year. Implementation is proceeding and discussions are being held on multi and cross-skilled assignments. A joint management-union proposal to maintain in-house non-core services such as building maintenance was agreed to in the early fall.

CBC Workforce - As of March 31

	1997	1998	Variance	%
Regular	7,311	6,728	(583)	(8)
Temporary	609	588	(21)	(3.4)

EMPLOYMENT EQUITY

Despite cutbacks, the Corporation has continued to support Employment Equity by maintaining a Help Fund directed towards assisting components and departments in retaining employees from the four designated groups (women in non traditional fields, members of visible minorities, natives and people with disabilities) who might otherwise have been let go. In the last fiscal year, 25 projects were funded through this mechanism.

CODE OF CONDUCT

To support the renewal process, the Corporation distributed to all managers a Code of Conduct amalgamating major policies and practices in the Corporation. The Code's main objectives are to reaffirm the Corporation's commitment to the highest standards of objectivity, integrity and professionalism, and to provide guidance to employees in the day-to-day performance of their duties. The Code also addresses issues pertaining to the nature of CBC's responsibilities including rights and obligations, legal requirements, conflict of interest, business processes and travel, and business courtesies.



The Regulatory Environment

TRANSFERS TO THE FM BAND

In July 1997, the Canadian Radio-television and Telecommunications Commission (CRTC) approved applications by the CBC to transfer from the AM to the FM band CBF (French) and CBM (English) in Montreal, CBV (French) in Quebec City and CBL (English) in Toronto, to overcome the difficulties in receiving these stations, and to reach the majority of listeners in these locations who rarely listen to AM radio. In approving these applications, the Commission took into account the special role of the CBC within the Canadian broadcasting system mandated by the Broadcasting Act. Notably, as the national broadcaster, the CBC must provide a radio service that is available throughout Canada by the most appropriate and efficient means.

The Corporation also filed an application with the CRTC to move its CBC Radio One frequency in Peterborough, Ontario, from 93.5 FM to 98.7 FM, to free up space for other broadcasters.

LICENCE TO CBC VICTORIA

In November 1997, the CRTC issued a licence to CBC's new Radio One station in Victoria, British Columbia, effective September 1998. The programming produced at the Victoria station will be heard not only by the residents of Victoria, but by all the population of Vancouver Island. In addition, a new transmitter which will be installed on Texada Island will replace the private CBC affiliate at Powell River. All programming produced in Victoria — whether for local, regional or national broadcast — will serve and reflect this entire coverage area.

APPLICATIONS FOR SPECIALTY TELEVISION LICENCES

In October 1997, the CBC filed with the CRTC applications to operate four new specialty television services, namely:

- Le Réseau des arts, which will present arts, performance and cultural programming;
- Le Réseau de l'économie, which will focus on Canadian and international economic activity;
- Le Réseau de l'histoire, which will focus on Canadian and world history;
- Land & Sea, dedicated to serving the needs and interest of rural Canadians.

Private sector partners have since teamed up with the CBC for the first three applications.

In addition, CBC will cooperate with the private sector groups who applied for licences to operate the following specialty services:

- Télé classique, which will offer the best of Canadian and international television over the years;
- The People Channel, which will feature both historical figures and contemporary characters All of these services would be self-financing for the CBC.

CBVT LICENCE RENEWAL

CBVT, the television station serving Quebec City and Eastern Quebec, has had its licence renewed from September 1, 1998, to August 31, 2003. The maximum term for a licence is normally seven years, but the Commission decided to limit the term of CBVT's licence to five years on account of the rapid development of television in Quebec.

In its decision to renew this licence, the Commission took note of the CBC's efforts to provide the important Eastern Quebec region with improved service, notably with an edition of the news designed mainly for Eastern Quebec viewers, and the purchase of a mobile unit and a truck, thus making microwave and satellite transmissions possible. The Commission also noted the structure set up to promote increased cooperation with the independent production sector in Quebec City.

CLOSED CAPTIONING OF FRENCH REGIONAL PROGRAMS

The Corporation has made a commitment to provide closed captioning by the year 2000 of the local *Ce Soir* news and public affairs programs, aired from Monday to Friday by the French-language regional stations.

APPLICATIONS TO SIMULCAST ON DIGITAL RADIO

Until now, Digital Radio broadcasting in Canada has consisted of experimental transmissions conducted in Ottawa, Montreal, Toronto and Vancouver by the Communications Research Centre, an organization under the auspices of Industry Canada, in cooperation with Digital Radio Research Inc., a consortium formed by the CBC and private broadcasters. For its part, the CRTC established a transitional radio policy in October 1995 to facilitate the transition of Canada's radio stations to Digital Radio broadcasting on the L-Band.

In October 1997, the CBC's four radio services and 15 private stations filed applications with the CRTC for new digital radio broadcasting licences to begin broadcasting on digital radio on a regular basis in Toronto in 1998. The licence was granted to CBC Toronto in May 1998. Applications for digital radio broadcasting licences in Montreal and Vancouver will follow.

THE 1998-1999 REGULATORY AGENDA

The coming year will be a watershed for the CBC in terms of the regulatory environment. The CRTC has indicated that it will undertake a review of Canadian television policy, examine new media, hold audiences for new French television specialty licences and review licence renewals of CBC services, with the exception of regional radio.



The Broadcasting Environment

TELEVISION

Canada's television system is made up of two national English-language television networks, one public (CBC) and one private (CTV), and one national French-language public network. Radio-Canada. There are four private regional networks: Global Television Ontario, Global Television Quebec and two private Frenchlanguage networks, TVA and TOS, which operate in Quebec. In addition, there are a number of independent stations and public super-stations subsidized by provincial governments, and a number of specialty services aimed at niche markets. Canadians also have access to the major American television networks, either by means of cable, over the air or by satellite.

Over the last decade, the number of Canadian specialty and pay television licences has increased. From three in 1983, there were more than 50 in 1996, and more services are awaiting CRTC approval. These new services have had significant impact on the conventional channels by increasing audience fragmentation. On English-language television, the audience share for pay and other specialty channels rose from 13% to 28% between 1991 and 1997. The proportion for French specialty channels and pay TV was up from 12% to 20% for the same period. To respond to market fragmentation and to the erosion of their market share, conventional broadcasters are consolidating and diversifying into specialty services.

Ownership of private stations and specialty services is shared by a number of players. Major ownership changes in private television are in play, as companies are seeking increasing vertical and horizontal integration. The CBC has already undertaken interesting production and broadcast partnerships, and more are yet to come.

RADIO

CBC radio services continue to maintain their reach and share of the audience despite the increasing competition, especially on the FM band. There are few available FM frequencies, particularly in major Canadian markets, thus limiting the development of both private and public radio broadcasters in analogue services.

Private radio experienced a difficult period in the early 90s. In recent years, there have been signs of financial improvements in this sector. The recent CRTC ruling on duopoly will now permit multiple licence ownership which should facilitate greater efficiencies and accelerate recovery of private radio.

CONVERGENCE

With recent technological developments such as satellite communications and digitization, indirect competition has increased substantially, particularly in the area of audiovisual production. The penetration of new media is growing at a steady pace, and may eventually become a more direct form of competition for traditional radio and television enterprises.

DIGITAL TELEVISION

Digital Television will be introduced in the United States in 1998. In Canada, DTV presents the CBC with some fundamental issues to be addressed, not the least of which are the types of programs it will provide Canadian audiences, the quality of service, the required coverage reach and the funding required to make the transition to this new broadcast standard. A DTV Working group has been established to identify issues, and to present senior management with strategic options.

CHANGING DEMOGRAPHICS

Both the population and the average age are increasing slowly in Canada. The 65-and-over age group will continue to expand, as will its impact on viewing and listening habits in general. The population is also more multicultural and multi-ethnic, potentially creating a demand for new forms of programming.

OWNERSHIP ISSUES

In the multi-channel universe, and with the continuing development of new delivery systems, the CBC needs more control over program rights to increase its scheduling flexibility.

Programming Highlights

At all times, the CBC strives for programming excellence.

For the CBC, the quest for programming excellence

means an on-going commitment

to provide relevant, reliable and meaningful

services that reflect

the diversity of Canada to Canadians and to the world —

services that will continue to be

recognized by Canadians as unique and essential.



English Radio







Richardson's Roundup

This has been an historic year for CBC English. changes was the renaming of CBC Radio and CBC Stereo to CBC Radio One and CBC Radio Two. This name change was intended to differentiate clearly between the two networks, now that many CBC AM stations are broadcasting on FM frequencies. The networks mation and performance programming.

SCHEDULE CHANGES, SPECIALS

One of the main changes to this year's schedule was the introduction of This Morning, which replaced Morningside and Sunday Morning on Radio One. This three-hour program, heard Sunday to Friday, is hosted by Michael Enright and Avril Benoit.

Among the many new programs on Radio One and Radio Two are:

- Take Five, a five-hour program that blends classical music, interviews, readings and stories, with host Shelagh Rogers;
- Richardson's Roundup, a mid-afternoon program hosted by Bill Richardson;
- Peter Gzowski's Forum, a conversation about politics, economics and society:
- · Radiosonic Saturday Night, an exploration and discovery of contemporary music with hosts Leora Kornfeld and David Wisdom; and,
- Wired for Sound, an innovative travelling radio show hosted by a variety of musicians and music lovers.

In addition, well-known broadcast journalist Mary Lou Finlay replaced Michael Enright as host of As It Happens.

CBC Radio marked another world premiere with the broadcast of its six-part comedy drama The Skid produced using a new digital new DVD and digital broadcast standard).

CBC Radio also broadcast outstanding Winter Olympics from Nagano, Japan, the Canadian Federal Election, the ice storm flood and the events surrounding the death of Diana, Princess of Wales (see p. 39, 40).

Schedule Breakdown by Program Types

CBC Radio One	%
News	27
Regional Programs	27
Current Affairs/Features	21
Music/Arts	14
Spoken Word Performance	11

Spoken viola remonification	
CBC Radio Two	%
Music/Arts	90
News	8
Regional Programs	1
Spoken Word Performance	1

Note: Based on a typical week of 168 hours, 1997-1998 season

REGIONAL REFLECTION

The amount of regional coverage on both networks was maintained and even increased, in part because of the federal government's transfer of \$6 million to CBC's English radio services.

On Radio One, that additional money meant all local and regional time periods were maintained, and weekday noon and afternoon shows were revitalized. In addition, network programming was decentralized to reflect all parts of Canada. Programs originated from 34 communities across the country, and plans are underway to introduce local service in Victoria, British Columbia, and London, Ontario.

The new schedules integrated more local information in national time periods, and more national information in local and regional periods through an expanded syndication service.

On Radio Two, local arts information was heard throughout the day, and a half-hour daily national arts magazine was broadcast on both networks. Also on both networks, blended hourly newscasts incorporated local, regional and national stories, and major newscasts were added at 9 a.m. and noon.

CROSS-CULTURAL INITIATIVES

Programs such as *C'est la vie* and À *Propos* were designed to reflect Francophone culture to Anglophone Canadians.

Special efforts were made to recruit new voices that represent the diverse nature of contemporary Canada. For example, Avril Benoit, co-host of *This Morning*, is a young bilingual broadcast journalist with extensive experience in both the private and public sector.

In addition, CBC Radio and Radio-Canada opened a joint bureau in Bathurst, New Brunswick, to cover the northern part of the province and exchanged bilingual staff in several locations.

In Quebec City, CBC Radio and Radio-Canada are involved in a multi-media coproduction with the Musée de l'Amérique française to present audiovisual dramas about moments in history.

REFLECTING CANADA'S CHANGING DEMOGRAPHICS

To better serve Canada's changing demographics, special initiatives were undertaken. For example:

- a week of special programming to mark the 50th anniversary of the creation of Israel;
- a month-long celebration of Black History
 Month:
- special programming to celebrate 50 years of Indian independence;
- reports, documentaries, and the live broadcast of the hand-over of Hong Kong to China.

SHOWCASING CANADIAN TALENT

English radio services continued to play a key role in supporting and developing creative and performance talent. For example:

- the new weekly program *Out Front* used a variety of formats short documentaries, performance, poetry to bring emerging artists to a national audience;
- the new comedy series Madly Off in All Directions travelled across the country to showcase all kinds of comedic local talent;
- Symphony Hall, Radio Two's showcase for Canadian orchestras and musicians, presented an eclectic mix of music from large and small centres;
- the Winnipeg New Music Festival was featured on several Radio Two programs;
- The Music Room, with host Eric Friesen, invited well-known and not-so-well-known musicians to talk about their lives and music;
- The Arts Today, with Erika Ritter, offered a daily in-depth look at the arts in Canada and around the world.

(continued)



Peter Gzowski's Forum



Radiosonic Saturday Night



Bernard Saint Lairent C'est la vie

- OnStage/OnStage at the Gould presented the very best Canadian and international artists live in concert from Europe and from the Glenn Gould Studio in Toronto;
- with the Black Cultural Society of Nova Scotia, jointly produced a double CD of contemporary music and archival material;
- the Canadian Literary Awards, sponsored in part by CBC English Radio services, awarded cash prizes of \$10,000 to the winners in each of three categories.

PROGRAMMING PARTNERSHIPS

CBC English Radio set up a syndication service that included coverage, highlights and commentaries from the Winter Olympics in Nagano, to 33 commercial stations across the country. This service covered the cost of CBC Radio's coverage of the Games.

The CBC morning show in Calgary, The Calgary Eyeopener, is being carried as part of a split screen venture on Shaw Cable. One part of the screen shows the program; another, various local traffic locations; a third, the weather; and the fourth, news headlines from CBC Radio.

AUDIENCES

The spring 1998 BBM ratings showed the combined share of listening to Radio One and Radio Two was up 0.4 points from fall 1997.

Radio One captured a 7.8% share of the anglophone audience aged 12 plus, while Radio Two obtained a 3.3% share, up 0.3 points from fall 1997.

Audience Shares of CBC English Radio

	Spring 1996 %	Fall 1996 %	Spring 1997 %	Fall 1997 %	Spring 1998 %
Radio One	7.5	8.0	8.4	7.7	7.8
Radio Two Radio One and	3.2	2.9	3.4	3.0	3.3
Radio Two	10.7	10.9	11.8	10.7	11.1

Note: Based on Anglophone listening in areas serviced by a CBC station

Source: CBC Research (BBM)







The Noon Edition



French Radio

The most significant event of 1997–1998 was the move of the Montreal and Quebec City AM stations to the FM band. AM Radio, now known as "Première Chaîne", took advantage of this transition to reach out to young listeners who are more likely to listen to the FM band. The Première Chaîne also focused on offering livelier, well researched information programs, and entertainment and public service programs in tune with present day needs.

The Chaîne culturelle, for its part, strengthened its unique position as a radio service that produces and broadcasts music while also encouraging creativity and reflection.

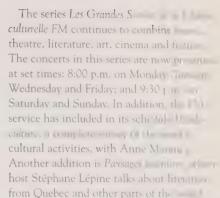
French Radio as a whole also increased its regional content and coverage, in large part with the help of the federal government's additional funding of \$4 million.



The dozen or so new features on the Première Chaîne included the following:

- 7 jours à la fois avec Michel Lacombe, a weekly review of national and international current affairs:
- a sports magazine, Les Jeux sont faits, with Michel Desautels;
- Par les temps qui courent, a weekly magazine for listeners in their fifties, with Jean-François Doré;
- Cl@ir et Net, a magazine offering services, information and commentary on the development of digital culture;
- Dans le secret des dieux, a magazine dealing with religious topics and hosted by Thérèse Miron.

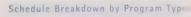
275-Allô, which is both a mini-magazine and phone-in program for young people aged 6 to 12, now makes room, in the second part of the show, for those aged 13 to 15. Dominique Payette recently took over hosting duties. Teens and young adults are also offered Macadam tribus, where Jacques Bertrand and his team comment on current events and on life in general, in a very informal and relaxed atmosphere.



Five nights a week, la Chaîne culturell tunes in to ClassicMasters, AllB ChamberMusic, PopClassics and JazzM five of the 30 channels on Gal new continuous music network

Université@radio.net. a series level courses and programs by the Chaîne culturelle and the world première resulting from the between Radio-Canada and the du Québec à Montreal

Like all CBC services, French F a vital role during the major event of the red this year in Canada and other (1000) world (see p. 39, 40)



Première Chaîne

Regional Programs
Culture and Society
Spirituality, Reflection Scient
Economy, Youth
News
Music
Current and Public Affairs

Chaîne culturelle

Music Culture News Literature, Theatre, History, C

Note: Based on a typical weel



7 jours à la fois avec Michel Lacombe Première Chaîne



Anne Morency
Hebdo-culture
Chaîne culturelle



Stéphane Garneau Cl@ir et Net



Toan-François Doré
Par les temps qui courent
Premiere Chaine



Louise Charteand Sur scène avec Premere Change



Stephane Lépine Paysages littéraires Chaine culture e

REFLECTING THE REGIONS AND THE FRANCOPHONE WORLD

This year, more than ever, la Première Chaîne made room on the network for its 16 regional stations. For example, the new program *Bande à part* from Moncton presented the major trends in Canadian and foreign alternative music.

La Première Chaîne also devotes a large portion of its schedule to regional and local programming. This year, about 20 programs were added to the schedule. They include:

- in the Atlantic provinces, *Interactif*, which offers thorough discussion of current issues and a phone-in program;
- in Manitoba, Mag Ouest, which deals with social trends, cultural affairs and issues of interest to Francophones living in the West;
- in Saskatchewan, *Jour de plaine*, which offers a daily review of regional current events for Francophones living in the West.

The weekly magazine *Tournée* d'Amérique, aimed specifically at Francophones, added a cross-Canada phone-in component to its menu. Participants included morning show hosts from the regional stations and some colleagues from Radio France.

CBC French Radio is also widely broadcast in other countries, through Radio Canada International and the Communauté des radios publiques de langue française (CRPLF).

CROSS-CULTURAL PROGRAMMING

CBC's Radio services are devoting more and more time to programs that help link the country's different cultures. For example:

- *Vu de Toronto*, hosted by Toronto musician Claude Naubert, deals with the social and cultural trends of the Canadian metropolis;
- Anglosong, produced in Winnipeg, makes Anglophone musical culture known to Francophones; and,
- Le Monde à Lanvers, originating in Vancouver, reflects British Columbia's ethnic diversity and the cultural and social trends of the west coast.

English and French Radio services also coproduced and broadcast English and French versions of *Apatride*, a radio drama, live from the Glenn Gould Studio in Toronto.

SHOWCASING CANADIAN TALENT

French Radio continues to play a key role in the cultural life of the country, supporting and developing Canadian creative and performing talent, and showcasing it before a national audience. In addition to the cultural programs mentioned earlier, this year's schedule included *Sur scène avec...*, hosted on stage by various well-known and lesser-known artists, and *Info-culture* and *Midi-culture*, daily news bulletins on national cultural affairs.

French Radio also reflects various regional cultural activities throughout the country. For example, la Chaîne culturelle covered a number of different book fairs, and when Rimouski celebrated its tercentenary, the public reading *Dire longtemps, dire loin* attested to the richness of literary production in the Bas-Saint-Laurent region.

NEW PARTNERSHIPS

Most of French Radio's broadcast partnerships are in the artistic and cultural field. For example:

- in cooperation with the Académie québécoise du théâtre, la Chaîne culturelle and French Television simultaneously broadcast La Soirée des masques, a gala honouring theatrical performance;
- la Chaîne culturelle participated in the creation of the Prix Opus music competition, sponsored by the Conseil québécois de la musique;
- 10 shows featuring new artists were broadcast live from Café Hydro-Québec, in conjunction with the program Sur scène avec...;
- the program L'Embarquement served to officially launch "les Journées de la culture" held in all regions of Quebec.

French Radio also has numerous partnerships with recording and publishing companies.

AUDIENCES

The results of the spring 1998 BBM surveys showed La Première Chaîne and la Chaîne culturelle combined obtained a 10.8% share of the Francophone audience. La Première Chaîne obtained 7.8%, its best performance since 1988, and la Chaîne culturelle, 3.0%, one of its best shares ever.

Audience Shares of CBC French Radio

	Spring 1996 %	Fall 1996 %	Spring 1997 %	Fall 1997 %	Spring 1998 %
Première Chaîne	6.2	6.0	6.6	7.1	7.8
Chaîne culturelle	2.6	2.5	3.1	2.9	3.0
Combined	8.8	8.5	9.7	10.0	10.8

Note: Data based on Francophone listening in areas serviced by a CBC station

Source: CBC Research (BBM)

STRATEGIC DIRECTIONS

In 1997–1998, French Radio focused on informing people about the distinctive roles of the general-interest network (la Première Chaîne), the cultural network (la Chaîne culturelle) and the regional production centres, with a view to increasing the number of listeners and promoting CBC's public service mandate. To meet this objective, it encouraged the development of a variety of on-air and Internet services, increased its visibility through external communication activities, and participated in major discussions concerning the media in general, and radio in particular.

It also continued to extend the coverage of its two networks across Canada, and worked on implementing digital radio.



Pierre Linux



Colette Merce Into-culture



Macadam teibus



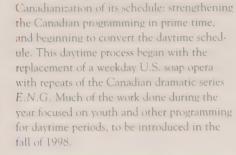
English Television

English Television's main programming

emphasis throughout 1997-1998 was the



on McKella Twitch City



Canadian Content, CBC English Television

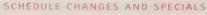
	1996-1997	1997-1998
Full Day	65	74
Prime Time (7 – 11 p.m.)	88	91

Note: Excluding special CRTC credits Source: CBC Research



Polley Tanya Allen White Lies

English Television's most obvious success story of 1997–1998 was the Olympic Winter Games coverage from Nagano, Japan. The network presented 275 hours of quality programming over 16 days, in some cases broadcasting nearly 24 hours a day. Along with positive viewer response and praise from international critics, the Games garnered impressive audience numbers. The first week gave CBC an audience share of 28.2% (see also p. 40).



New prime time Canadian series and specials included:

- Twitch City, a six-part serio-comic series set in Toronto's Kensington Market;
- It's a Living, a Winnipeg-produced look at the world of work;
- Moving On, a half-hour magazine program about people with disabilities;

- More Tears, a long-awaited project from Ken Finkleman which rapidly achieved critical acclaim;
- Riverdale, CBC's first prime time soap opera, which follows the intertwined lives of the residents of Toronto's Riverdale community.

The year also saw major news specials such as the Federal Election, the Manitoba floods, the ice storm in Quebec and Eastern Ontario, the funeral of the Princess of Wales and the hand-over of Hong Kong (see p. 39).

In addition to the full slate of regular information programs and documentary series, specials included the award-winning Gerrie & Louise and Hollywoodism: Jews, Movies and the American Dream. English Television also presented Documentary Festival: Five Nights of Outstanding Documentaries, running for a week in March, showcasing documentaries from across Canada.

Canadian movies and mini series featured this past year included:

- White Lies, the compelling story of a suburban teenager who becomes attracted to the white supremacist movement;
- Nothing Too Good for a Cowboy, a romantic comedy about a Vancouver debutante and a cowboy on the eve of the Second World War;
- The Planet of Junior Brown, Clement Virgo's extraordinary story of music, friendship and imagination, starring newcomer Martin Villafana as a lonely, overweight teenage musical prodigy;
- Major Crime, a taut two-part crime drama starring Michael Moriarty (Law & Order), David Cubitt (Traders), Nicholas Campbell and Megan Follows (Anne of Green Gables);
- Platinum, a fast-paced look at the music industry;
- Pit Pony, a movie about a schoolboy's courage in a turn-of-the-century Cape Breton coal mine:



More Tears

- Nights Below Station Street, a heart-warming and humorous story of 15-year-old Adele Walsh dealing with the challenges of adolescence and family while hiding the fact that she is pregnant;
- The Sleeproom, a riveting mini-series which dramatizes the true story of secret CIA-sponsored brainwashing experiments in Canada during the late 1950's.

REGIONAL REFLECTION

A special English Television project focused on the re-design of the regional supper hour and late night news programs, to differentiate CBC services from those provided by private sector stations and to reduce costs. By year's end, all regions had made the necessary budget adjustments and the new programming formats had been introduced at most locations. The remaining on-air changes will be completed by September 1998.

REFLECTING CANADA'S CHANGING DEMOGRAPHICS

Through cast and content, mainstream CBC programming reflects the multicultural nature of Canada. Programs like *The Rez, North of 60, Comics!*, *Straight Up*, and *Riverdale* all contribute to a shared national identity without being specifically "ethnic."

CBC Television also produces focused programming, celebrating Canada's diverse cultural mosaic:

- All My Relations, a weekly Aboriginal newsmagazine;
- The National Aboriginal Achievement Awards, honouring outstanding individuals from aboriginal communities;
- Thick & Thin, a comedy special featuring a predominantly black cast;

 Adrienne Clarkson Presents: The Spirit of Africville, the story of one of Canada's oldest black communities in Nova Scotia, told through music, archival footage and interviews.

During 1997–1998, work began on the ambitious English and French Television production, A *People's History of Canada/Une histoire populaire du Canada.* The 30-part series of one-hour episodes is scheduled for broadcast beginning in the fall of 1999.

SHOWCASING CANADIAN TALENT

New and returning programs promoting creative and performance talent included:

- The Nine O'Clock Show, a new variety series featuring both new and established Canadian talent:
- Comics!, a venue for Canadian comedians;
- The Governor General's Performing Arts Awards Gala, celebrating six outstanding Canadian performing artists;
- Tom Cochrane Solo, the first in a series of performance specials showcasing Canadian musical talent, both famous and up-andcoming artists;
- Straight Up, inspired by real-life experiences
 of today's teens and written by new Canadian
 talent, many of whom are graduates of the
 Canadian Film Centre;
- The East Coast Music Awards, a gala presentation celebrating musical talent in the Atlantic provinces.

(continued)



Mike Beatocza I. D. Swam, Sandi (24 Hours



Michael Mor Major Crime



Lusa Repor Martell Nights Below Station Street

TA

Traders Smu Sonia Smu



San



Straight Up

PROGRAMMING PARTNERSHIPS

CBC English Television and WIC Entertainment shared the Canadian broadcast windows of the drama series *Emily of New Moon*, an adaptation of the Lucy Maud Montgomery novels.

CBC English Television also entered into an innovative arrangement to jointly broadcast the award-winning series, *Traders*. The CanWest Global System sub-licensed 22 episodes of *Traders* to the CBC, allowing CBC to increase Canadian content in primetime, and increasing audiences for this drama series.

The Global Television Network and CBC are pooling their resources to develop a half-hour comedy show, with production tentatively scheduled to begin in 1999–2000.

AUDIENCES

With the arrival of new pay/specialty channels in September 1997, most English television broadcasters saw their market share decrease. However, CBC's all day share actually increased from 9.6% to 9.8%, and its prime time share decreased by only 0.5 share points.

Prime Time Audience Shares

All English Services
Regular season to end of March, 7 – 11 p.m. (%)

	1996-1997	1997-1998
CBC English Television	11.3	10.8
Other non-pay Canadian	45.5	42.5
Pay/Specialty*	19.5	26.3
U.S.	23.7	20.4

* Including CBC Newsworld Source: CBC Research (A.C. Nielsen)

Top Canadian Specials, CBC English Television

Regular season to mid-April 1998 (%)	Average Audience (000)
Grey Cup Game	2,539
Olympic Opening Ceremonies	2,465
Céline Dion Special	1,834
Anne Murray Special	1,718
Juno Awards	1,678
1997: Year of the Farce	1,655
NHL Hockey All Star Game	1,654
Olympic Closing Ceremonies	1,415
Rick Hansen Special	1,346
Just for Laughs	1.185

Source: CBC Research (A.C. Nielsen)

STRATEGIC DIRECTIONS

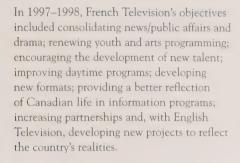
English Television continued to reduce personnel and other costs in accordance with the operating strategy approved by the Board of Directors for managing the Corporation's funding reductions.

The strong network programming schedule presented in 1997–1998 was made possible in part by the special funding provided by the Canada Television and Cable Production Fund. This support was important for movies and mini-series, dramatic series such as Wind At My Back, Black Harbour, Riverdale and North Of 60 as well as documentary series such as Life & Times and Witness.

Better than anticipated advertising revenue performance also helped to maintain the quality of network programs provided.



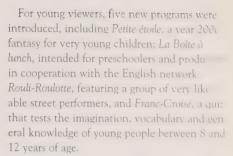
French Television





Among the new programs on the schedule were eight drama series, including:

- L'Ombre de l'épervier, an adaptation of the novel by Noël Audet, which tells the story of a Gaspé peninsula family;
- Sous le signe du lion, an adaptation of the work by Françoise Loranger presented on CBC French Television in 1961;
- the second *Omertà* series, which plunged us into the criminalized world of bikers;
- Un gars, une fille, a new comedy show concept, whose rights have already been sold in English Canada, the U.S. and a dozen European countries;
- La Part des anges, innovative in its use of special effects;
- Jamais sans amour, from the well known author Janette Bertrand, replacing Les Grands Films on Friday evenings;
- Maman chérie, an adaptation of the Australian series Mother and Son.
- Le Volcan tranquille, the third in a trilogy from Pierre Gauvreau, situated in Montreal at the end of the Second World War.



On the weekend schedule, two new cultural series: *De bouche à oreille*, offering 90 minutes of varied arts reports, and *Chez nous*, an Ottawa production featuring Francophone performers and personalities from around the country.

In addition to regular special coverage (Remembrance Day, Canada Day), 1997–1 offered numerous opportunities for coverage exceptional events calling on all CBC servisee p. 39, 40).

CANADIAN CONTENT AND PROGRAM OFFER

During fiscal year 1997–1998, Canadiau content rose from 84% to 85% in prime time and from 76% to 78% for the day as a whole Furthermore, CBC French Television is the only conventional service offering complete coverage of the country's current affairs. It als offers the most Canadian drama, arts, culture and youth programs.



Luc Picard. Isabel Richer L'Ombre de l'épervier



Andrée Boucher. France Castel, Michel Dumon La Part des anges



Emmanuel Bilodeau, Louise Portal Le Volcan tranquille



tion Leblanc, Luci La Semaine verte



Ce soir Ontario



-

Programming Offered by Conventional French Language Broadcasters in Canada

Broadcast by program type (%)

Analysis of National Current Affairs Canadian Drama Arts and Culture Youth Sports Morning News Newscasts Variety Magazine Shows Movies Infomercials

100	
75	25
68	6 24
63	11
44	12
42	58 300 3 23
39	28
39	30
28	47
23	57
20	26 04
14	46
78	21

REC TVA TOS

Note: Based on a typical week, fall 1997

REGIONAL REFLECTION

To reflect Canada in all its diversity, several network programs on the basic channel present segments or features from the regions. They include: Le Téléjournal, Le Point, La Semaine verte. La Facture. Branché and L'Accent francophone. The regions are also well represented daily on the Réseau de l'information (see p. 32).

In their respective communities, the regional stations remain very close to their audiences' needs, in both public affairs and cultural activities. Among this year's regional innovations:

- CBC French Television in Atlantic Canada produced and aired four films in cooperation with the NFB;
- Quebec City/Eastern Quebec presented four new summer magazine programs: Aventure nature, Ça c'est des vacances, Bouffe au jardin Cataraqui et Folies d'été;

- Ontario-Outaouais extended its Ce soir programs in Quebec and Ontario by 10 minutes, and introduced the cultural magazine Expresso and the information magazine Ce soir en couleur:
- the series Des premières nations, produced in Alberta, was broadcast on all stations outside Quebec.

A major breakthrough in the eastern part of the country: since February 1998, Francophones in Newfoundland finally have access to Ce soir Atlantique instead of Ce soir Montréal. All Francophone and Acadian communities now receive a daily picture of current affairs in their region.

REFLECTING CHANGING CANADIAN DEMOGRAPHICS

French Television has developed an action plan to enhance on-air portrayal of members of visible minorities. This plan includes production of a directory listing important media figures from the various cultural communities.

Furthermore, all drama programs taking place in urban settings now have characters from visible minority communities. These include:

- Virginie, a Black student, an Arab student and a Vietnamese teacher;
- 4 et demi..., an Italian woman, an Italian man, a Vietnamese woman and a baby of Chinese origin.

ARTS, CULTURE AND NEW TALENT

Les Beaux Dimanches continues to be the cornerstone of French Television's artistic and cultural programming. From among some 60 programs presented this year, there were Les Ailes du feu (music), Le Tartuffe (theatre), Satie et Suzanne (dance and theatre), Convenances et connivences (winning work in the Concours de scénarios de Radio-Canada), L'Acadie à la belle étoile (variety), Le Siècle de Rose Quellette: La Poune (documentary).

NEW PARTNERSHIPS

Under an agreement between CBC French Television and Télé-Québec, Francophones outside Quebec can now view two events aired by Télé-Québec: La Dictée des Amériques and La Francofête, taped during the Semaine internationale de la francophonie.

The international network, TV5, to which CBC French Television supplied 1,507 hours of programming in 1997–1998, is now available throughout the U.S.

In the regions, partnerships with local organizations and independent producers increased considerably, and will continue to develop in the coming years.

Among the programs or series of programs broadcast by French Television this year, 21 were funded in part by the Canada Television and Cable Production Fund.

AUDIENCES

Despite the arrival of several specialty channels in the fall of 1997, CBC French Television maintained its audience base. Its all-day share increased from 25.6% to 25.8%, and its prime time share decreased by only 0.3 share points.

Prime Time Television Audience Shares

Among Francophones, 7 – 11 p.m. Regular season to end of March (%

	1996-1997	1997-1998
Radio-Canada	26.1	25.8
Other French non-pay	45.7	41.1
French pay/specialty*	10.1	10.8
English Services	16.1	20.1
Others	2.0	2.2

^{*} Including RDI

Source: CBC Research (A.C. Nielsen)

Top Canadian Programs on CBC French Television Regular season to end of March 1998

	Average Audience (000)
La Petite Vie (reprise)	1,732
Omertà II	1,682
L'Ombre de l'épervier	1,654
30 fois Bye Bye*	1,636
4 et demi	1,424
Gala de l'ADISQ*	1,244
Gala des Prix Gémeaux*	1,213
Nagano 98 — Ouverture*	1,177
Bouscotte	1,111
Sous le signe du lion	997

^{*} Single program or special

Source: CBC Research (A.C. Nielsen

STRATEGIC ORIENTATIONS

French Television renewal and reorganization operations were carried out as planned.

French Television also sought to consolidate its brand image and to increase its enjoyment level among various groups that may affect its future.

Finally, in its management, as well as in its relations with employees and unions, it has focused on cooperation, openness and transparency.



Isabelle Brosse.

Brownliette Kober



M Miche, Phononi Omerta II



Danielle Proude 1



CBC Newsworld

CBC Newsworld is Canada's 24-hour all news and information specialty network providing more hours of live programming, live news specials and live in-depth news analysis than any other English-language service in Canada.

LIVE COVERAGE

In 1997–1998, Newsworld's extensive live coverage included: the events surrounding the death of Diana, Princess of Wales; the ice storm in Quebec and Eastern Ontario; the Queen's visit to Canada; the events celebrating the 500th anniversary of Cabot's landing in Newfoundland; the Manitoba floods; the Federal Election, the British general election; and the hand-over of Hong Kong.

Newsworld was English Canada's 1998 Winter Olympics specialty network, broadcasting more than 102 hours of programming from Nagano, Japan. Newsworld featured live coverage of the opening and closing ceremonies, plus highlights of the games every hour on the hour, 24 hours a day. In addition, Newsworld offered a half-hour daily Olympic information program, hosted by Ian Hanomansing.

NEW AND RETURNING PROGRAMS

In the fall of 1997, Newsworld launched six new business shows to provide viewers with the most comprehensive source of live business news programming. The biggest addition was Newsworld Business News (NBN), a series of four live daily shows covering international markets around the clock in Asia, Europe and North America. Also debuting were two weekly shows – The Money Show, an authoritative and practical consumer guide to personal finance, and Newsworld Business News: Weekly, a half-hour wrap-up of the business week, with a look at the week ahead.

Newsworld also launched three new shows from its studios in Calgary. In the afternoon, the daily two-hour program *Dayside* provides viewers with an eclectic mix, from the top national and international news to offbeat stories from across the country. In the evenings, *Anne Petrie's Talk TV* offers a one-hour live national phone-in show which encourages viewers to share their views on a wide variety of subjects. And on the weekend, *Life Signs*, Newsworld's new medical show, explores advances in medical technology and features personal stories of courage and hope as people struggle to overcome illness and disease.

To offer more in-depth sports journalism, Newsworld Sports Journal, with anchor Tom Harrington, was introduced on Sundays.

Popular returning shows included *The*National in its new 9 p.m. (ET) slot, *Pamela*Wallin, *The Lead*, *Big Life*, *Politics*, *Sunday*Morning Live and Benmergui Live. As the new
host of *On The Arts*, Laurie Brown brought
an upbeat look to the liveliest arts show on
television

In January 1998, CBC Newsworld launched Hot Type, a half-hour show that explores the ideas found in the multifaceted world of print — from books, newspapers and magazines to song lyrics and Internet chat rooms.

On weekends, Newsworld continued to offer superior Canadian and international documentaries on both the *Rough Cuts* and *The Passionate Eye* series. *Rough Cuts*, CBC Newsworld's home for Canadian documentaries, recently surpassed the seven million-dollar mark in Canadian documentary production. Over the past five seasons, *Rough Cuts* has commissioned 62 documentaries from coast to coast and worked with independent filmmakers in every province of the country.

More than 90% of Newsworld's schedule is Canadian programming.



Nancy Wilson The Money Show



Christina Pochmursky, nie Lee, Dan Leger Pat Bolland, Naney Wilson stiting, front, Susan Reisler Newsworld Business News



Laurie Broun

AUDIENCES AND DISTRIBUTION

Newsworld continues to prosper in the face of increased competition and business pressures. The average weekly reach for the 1997–1998 season was maintained at 7 million, while the audience share increased to 1.3%. This is attributable to the extensive coverage of live events and breaking news, led by the 4.2% audience share in the week covering the death of Diana, Princess of Wales, and 1.8% share during comprehensive live coverage of the Hong Kong hand-over.

The Federal Leaders Debate in French on May 13 brought in 1,107,000 viewers over the course of the evening, and more than 1,009,000 viewers tuned in for the live coverage of the election results on June 2.

Newsworld Online, the Newsworld Internet website, is now in its second year, offering a Canadian perspective on the news of the day. Once again Newsworld Online offered exclusive multimedia coverage of the Federal Budget.

Reaching almost 8 million homes, CBC Newsworld is available more widely than any other specialty network in Canada.



Fran S Hot Type



Le Réseau de l'information



Daniel Ponter L'Atlantique en direct



Christine Fournier L'Édition québécoise



Michel Viens Le Monde ce soir



ienetičte Asselm

Still pursuing the path which has ensured its success up to now, the Réseau de l'information has placed more emphasis on regional coverage by adding 30 minutes to the current affairs magazines Le Québec en direct and L'Atlantique en direct, and by offering an additional newscast, L'Édition québécoise, at 11 p.m.

Le Monde ce soir, now a one hour magazine hosted by Michel Viens at 7 p.m., has a revised mandate, namely to take an in-depth look at the hottest issues in national and international current affairs. In addition, a new morning newscast, *RDI Express*, greets viewers as they start their day.

RDI's programming structure has remained the same and has kept the flexibility required not only to allow for special broadcasts, but also to structure programming around major events.

REFLECTION OF THE COUNTRY AND THE FRENCH-SPEAKING WORLD

RDI regularly reflects the reality of Franco-phones in all parts of Quebec, Canada and th French-speaking world by means of magazine shows such as *En direct* from Canada's four major regions; *Le Canada aujourd'hui* in the West, in Ontario and in the Atlantic Provinces; *Impact*, which analyzes Ontario's most important issues; *Horizons francophones*, which presents coverage of Francophone countries on every continent; and the high-profile *Journal de France 2*.

AUDIENCE

In spite of the proliferation of specialty channels and the arrival of the competing Le Canal Nouvelles (LCN), RDI is the only Frenchlanguage specialty channel whose audience increased in the fall of 1997, rising from a 2.2% to a 2.6% market share. *Le Journal RDI* is the most watched regular program, with an average audience of 96,000, or 23,000 viewers more than last year.

This year again, it was the specials linked to tragic events that earned RDI its largest audiences. Furthermore, the special program development strategy, which goes beyond the simple

recording of an event, to include the airing of documentaries, in-depth interviews and phone-in programs, has contributed to the increase in RDI's market share.

French Specialty Television Market Shares

Among Francophones, 6 a.m. - 6 a.m., Sept. - March (%)

	1996-1997	1997-1998
RDI	2.2	2.6
Canal Famille	3.9	2.4
Télétoon		2.4
RDS	2.8	2.1
Canal D	2.5	1.6
TV5	1.1	0.8
Canal Vie		0.7
Musique Plus	0.8	0.6
Le Canal Nouvelles		0.4
Musimax		0.3
Météo Média	0.6	0.4

Source: CBC Research (A.C. Nielsen)

Top Specials Aired on RDI

April 1997 - March 1998

April 1997 - Multin 1996	Average Audience (000)
Les Éboulements (1)	255
Hommage à MS. Tougas	249
La Reconstruction (verglas)	239
Témoignage, MS. Tougas	236
Décès de la princesse de Galles	2 29
Inondations au Manitoba	167
Les Éboulements (2)	164
Champion de F1	162
Conférence P. L'Écuyer/G. Lepage	157
La Reconstruction, jour 9	147

Source: CBC Research (A.C. Nielsen)

DISTRIBUTION

Of the 110 Francophone communities outside Quebec deemed to be priorities by Heritage Canada, RDI now reaches 70 of them, compared to 43 last year.

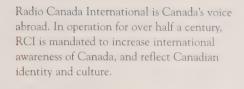
Moreover, RDI is now distributed to 37,000 ExpressVu subscribers and 50,000 StarChoice subscribers. In all, RDI is accessible to 7 million cable subscribers in Canada: 2 million in Quebec and 5 million outside Quebec.

PARTNERSHIPS

RDI has strategic alliances with its partner, CBC Newsworld, and such services as CNN, France Télévision, RFO, SSR, RTBF and Euronews.



Radio Canada International



SERVICES OFFERED

As well as its shortwave broadcasts in seven languages (English, French, Ukrainian, Russian, Arabic, Spanish and Chinese) to Europe, Asia, Latin America, the Caribbean, the Middle East, Africa and the United States, RCI provides:

- multilingual satellite services to Europe, Africa, Asia and South America;
- an Internet service in all its broadcast languages;
- pre-recorded English and French language lessons;
- recorded Canadian "pop" music and other program material to many foreign radio stations; and,
- special radio services for Canadian Forces on various UN or NATO duties around the world.

Among this past year's highlights was the launch, in Hanoi, of an English and French language course on business, coproduced with the radio service La Voix du Vietnam.

REBROADCASTING AGREEMENTS

An agreement was signed with the Instituto Mexicano de la Radio to rebroadcast RCI's Spanish programs in Mexico through the Panamsat satellite. Agreements were also signed with radio stations in Kirghizistan and Siberia to rebroadcast RCI's signal through AsiaSat.

NEW FINANCING, NEW STRUCTURE

In August 1997, the Minister of Foreign Affairs, Lloyd Axworthy, and the Minister of Canadian Heritage, Sheila Copps, announced that the Government of Canada would be assuring stable and ongoing funding of \$15.5 million per year to RCI starting in 1998–1999. In addition, they announced, in February 1998, that the Government will be providing \$15 million over three years for infrastructure improvements.

As a result of this new vote of confidence, RCI underwent a thorough reorganization which will allow it to carry out its mandate more efficiently. For example, RCI was able to cover, in its seven broadcast languages, most of the international events which Canada attended in the course of the year.



Galaxie

As planned, Galaxie, CBC's new continuous digital audio music service, went on the air in the fall of 1997.

A complement to traditional radio, Galaxie offers 30 continuous music channels with outstanding sound quality aired 24 hours a day, free of commercials or any spoken content. The best music programmers in Canada pool their talents to design the programming for each of Galaxie's channels and ensure it is kept up to date.

Available by satellite and cable, the Galaxie signal can be received with any audio input jack on a stereo system previously hooked up to a digital decoder or on the FM band for conventional cable systems. Plans are being made for data to be displayed eventually on television screens, such as the title of the selection, the name of the artist and the composer, and the title and reference number of the recording being heard.

Galaxie's mission is to promote Canada's creators and performers, along with others, and to generate new revenue for CBC's radio networks.

Galaxie

30 music channels providing the following services:

- 7 pop music channels
- 4 rock music channels
- 3 country music channels
- 5 eclectic music channels
- 5 classical music channels
- 4 jazz channels
- 2 children's music channels

To find out more:

Internet site http://www.galaxie.ca E-mail information@galaxie.ca



New Media

This year, CBC consolidated its leadership position on the Internet in Canada. Winners of several prizes, including the Technological Innovation Grand Prize given by the Multimedia and Info-Highways International Market, CBC sites have received repeated recognition for their effectiveness and the interest they have stimulated among audiences both at home and abroad. A flexible structure bringing together representatives of all CBC components coordinates and guides development of the Corporation's Internet products for the entire country.

RADIO AND TELEVISION SITES

Several radio and television programs inaugurated or upgraded their Internet sites. These sites, which are sometimes developed to promote programs, such as the television program *Black Harbour* or the radio program *Le Dépanneur*, enable Internet surfers to find out about or recall the existence of a program aired on a traditional CBC media.

In addition, more and more sites offer complementary information or allow surfers to express their opinions or have discussions with other surfers. Good examples are the sites dedicated to the radio program *The House* and the television program *Branché*.

INDEPENDENT INTERNET SITES

CBC has also developed sites during the past year designed exclusively for distribution on the Web. They make further use of content developed for television or radio by combining elements and adding an interactive dimension.

The Site nouvelles, launched a few weeks before the federal election in 1997, quickly won the unanimous support of Internet users. This site alone accounts for close to half of all visits to the CBC Francophone sites. Among young Canadian Anglophones, CBC4KIDS, developed exclusively for young Internet users, has proven to be extremely popular. Numerous other sites, such as Info-culture and La Passion du sport, have been developed along these lines, and many more are bound to be created next year.



In January 1998, CBC added a corporate site, providing general details about the Corporation, the full Annual Report, CRTC submissions, press releases, speeches by senior management, the main CBC policies and a discussion forum. All information is presented in English and French.

SPECIAL PROJECTS

In addition to projects developed within CBC, partnerships have made it possible to create sites associated with special events.

Thus, in partnership with Sympatico, special coverage of the federal election campaign was made available on the Internet, culminating with the real-time announcement of the results on election night. By accessing this site, Internet users were able to obtain accurate information about the national results, in addition to the results in each province and riding. It was also possible to hear and see, live on the Internet, the election coverage being aired on radio and television. Besides the results, RCI provided information about Canada and its electoral system so foreign listeners could put the events into perspective.

The experience was repeated for coverage of the Nagano Olympic Games, in partnership with Sympatico and companies belonging to the Stentor group. This brilliant coverage met with great success, making CBC the reference source par excellence on the Olympics in Canada. Furthermore, there was a record number of visits made to the CBC Olympic sites, making them the most frequently visited sites in Canada.

Where to find us:

English Networks: cbc.ca
French Networks: radio-canada.ca
Corporate Site: cbc.radio-canada.ca



Jean-Hugues Roy, Sophie Lambert, Stéphane Ethier Branché French Television



Alex Carter, Roberta Jenkin Geraint Davies Black Harbour English Television



Shared National Consciousness and Identity

The CBC is one of Canada's central cultural institutions. Its mandate is to inform, enlighten and entertain. It must also reflect Canada and its regions, the different needs and circumstances of each official language community, and the increasing multicultural character of the country. In addition, the Corporation must provide services of equal quality in both official languages everywhere in Canada.

Although the CBC's role has evolved over the years, it must still provide important leadership in the cultural life of the country. As programming and information proliferate in an industry dominated by the private sector, CBC is more than ever required to promote and support high-quality Canadian programming in English and in French.

With the help of external sources such as the Canadian Cable and Television Production Fund, English Television will be able to complete the Canadianization of its full schedule by September 1998, and French Television will be able to maintain a high volume of internal productions, mainly drama.

Thanks to the federal government's injection of \$10 million annually to CBC's radio services, all four radio networks have been redesigned and revitalized, and new ways are being found to maintain the cultural role of the French and English Stereo Networks (la Chaîne culturelle and CBC Radio Two).

To ensure that we reflect the increasing diversity of the Canadian population, our journalistic coverage must present facts and viewpoints from the country's different regions. We should also use our resources to create links between various communities, feature personalities and works that genuinely reflect Canada, and carry out program exchanges between French and English media and with outside partners.

CBC programs must also appeal to Canadians and make them proud; they must be interesting enough to transcend the group from which they come and appeal to other elements of Canadian society. Besides being appealing, CBC programs must reach as many people as possible, in Canada and around the world. This means ensuring our presence in all English and French distribution channels (e.g. cable, satellite, the Internet) through innovative projects, alone or in cooperation with outside partners.

While carrying out this effort to create and disseminate culture through its various media, the Corporation often has to conciliate two apparently contradictory elements of its mandate. As both a federal institution and a press undertaking, it must provide information that is as impartial and as complete as possible. It must encourage an informed and civil debate without taking sides. As a bilingual and bicultural institution, the CBC must be careful not to exacerbate the tensions that divide the country.

The CBC has often been recognized as a microcosm of Canada, one in which Francophones and Anglophones can work toward common goals in an atmosphere of mutual respect. The existence of a federal institution enabling members of each group to express their pride and to share it with their fellow citizens within a Canadian framework must be protected and reinforced. The CBC, along with the rest of the country, must also open itself to the valuable contributions of Canadians of all cultural backgrounds.

The free flow of information, a healthy regard for democracy and respect for people and ideas are the instruments that can help bring citizens together. They also provide the best way of protecting the basic principles and values that have shaped the development of this country.

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can work toward
common goals in
an atmosphere of
mutual respect.



The Sleeproom/Le Pavillon de l'oubli CIA-sponsored brainwashing experiments in Canada during the late 1950s Sturring: Eric Peterson English TV/French TV



The Governor General's Performing Arts Awards/Les Prix du Gouverneur général pour les arts de la scène An annual tribute to Canadian artists Hosts of 1997 edution:
Buffs Ste-Marie, Jean-Pierre Ferland English TV/French TV



Canada Day/La Fête du Canada



L'Accent francophone
Weekly magazine for and about
Francophone communities
outside Quebec
Host: François Duba

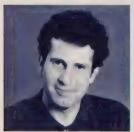


La Soirée des masques Annual gala celebrating theatrical creators and performers in Quebec Hosts: Marcel Lebocul Dominique Guérin French TV/Chaîne culturelle



Emily of New Moon, Émilie de la nouvelle lune set on the coa





Vu de Toronto Weekly magazine focused on the social and cultural trends of the Canacian metropolis. Host: Claude Neuront Première Chaine



Midi-culture
Daily nation
cultural act .
the country
Host: Fi



Trajectoires . .



Courants du Pacifique



The Great Eastern





À Propos

I recordings from Francophone
il emphasis on the
Juebec music scene.



The House
Weekly examination of Canadian
politics offering a unique view of
national issues.
Host: Jason Moscovitz



Pacific Rim Report
Business and news magazine reflecting the Pacific Rim.
Host: Ian Hanomansing
CBC Newsworld



The Rez of young Native Ca Starring: Ryan Black, Darrell Dennis English 1.



Céline Dion: The Concert



On the Road Again



Native Voices: Our Spirit Sings

WHEN MAJOR EVENTS OCCUR ...

This year more than ever, Canadians relied on CBC for information on major events at home and abroad:

- tragic events, such as the death of the Princess of Wales, the Manitoba flood, the ice storm in Quebec and Eastern Ontario, and the bus crash at Les Éboulements:
- political events, like the Canadian Federal Election, the British general election, and the hand-over of Hong Kong to China;
- and events calling for celebrations, such as the opening of the Confederation Bridge to Prince Edward Island, the 500th anniversary of Cabot's landing in Newfoundland; and, of course, the Winter Olympics in Nagano, Japan.

On such occasions, CBC's network and regional television and radio services, English and French, work together, and sometimes in partnership with the private sector, to provide Canadians with accurate and up-to-date information.

For example, during the Federal Election campaign, CBC, Radio-Canada, CTV, TVA and Global formed a consortium to produce and broadcast the Leaders' Debate and share general campaign images. For the first time ever, all CBC services broadcast Election Night from Parliament Hill; an overwhelming production and audience success which drew 3.5 million viewers and listeners to CBC.

During the Manitoba flood, CBC Radio staff in Winnipeg worked around the clock to produce an extraordinary three weeks of special coverage. A special network program, the *Red River Rally*, broadcast on *Morningside*, raised \$2 million to aid the victims.

In an unprecedented joint broadcast organized by CBC Montreal, three English speaking and two French speaking private radio hosts joined CBM to broadcast their morning shows live from a single location to raise money for the flood victims in Manitoba. In addition, the French Radio youth program 275-Allô organized a book drive which resulted in more than 64,000 books for the French-language primary schools of Manitoba touched by the flood.

Throughout the January ice storm, CBC reporters in Quebec and Ontario worked relentlessly to provide vital information about weather conditions, emergency services and living resources. For example, French Radio set up Radio-Service-Montérégie, a new temporary radio service where people could phone at all times to ask for information or for help.

During the week of August 30 to September 6, all CBC services offered extensive coverage of the events surrounding the death of the Princess of Wales.

But CBC was also there for events worth celebrating like the 1998 Winter Olympics in Nagano, Japan (see p. 40)

A Source of Pride

The extraordinary coverage that CBC reporters and staff provided during the Manitoba flood and the ice storm in Quebec and Eastern Ontario is an object of admiration and a source of pride for the Corporation.

In Manitoba as well as in Quebec and Ontario, CBC employees worked long and hard hours providing information at the same time as their own homes and families were at risk.

These events demonstrate the kind of role that only an integrated national public broadcaster with roots in every region can provide. In addition to covering flood and ice storm related events, CBC employees helped civil authorities disseminate vital information and organized campaigns so Canadians in other parts of the country could provide financial relief.

These events have shown that, even under the most adverse circumstances, CBC employees are driven by twin goals of quality and service to the public.





Red River Relief Concert/ Concert benéfice de la Riviere rouge an El Frence



Michel Desautels Manie-France Bazzi Winter Olympics in Nagano CBC French Radio



Brian Williams
Winter Olympics in Nagano
CRC English Television

CBC/RADIO-CANADA AT NAGANO

The Winter Olympic Games in Nagano, Japan, from February 6 to February 22, 1998, were both a ratings and a commercial success for CBC.

Over the course of the Games, CBC provided over 700 hours of coverage on its English and French radio and television networks including Newsworld and RDI. In total, about 400 CBC/Radio-Canada personnel were on hand at the Olympic site, providing wall to wall coverage which garnered impressive ratings outstripping those of previous Olympics.

The weekly share for the first week of the Games for CBC and Radio-Canada Television was 28.2% and 35.2% respectively; and for the second week, 22.2% and 30.5%. CBC's English Television average minute audience ranged from nearly 850,000 daytime viewers to 1.8 million prime-time viewers. An average of 1.3 million Canadians stayed with CBC Television's coverage until 2 a.m. Similar figures were obtained by Radio-Canada with average minute audiences of 800,000 in prime time. Specific events which drew large audiences included Elvis Stojko (2.9 million viewers on CBC) and the opening ceremonies (1.2 million viewers on Radio-Canada).

The CBC crews shared production space in the International Broadcast Centre and other locations to ensure the best coverage. Crews from RDI, CBC Newsworld, Radio-Canada Television and CBC Television worked closely, sharing the feed from each event. In addition, CBC and Radio-Canada shared graphics, research and all sales of the games. French Radio distinguished itself by broadcasting from studios situated in a Japanese station on Nagano's main street. This special event received wide coverage in the Japanese media. English Radio, for its part, broadcast 65 hours of programming from the Games, the most in a decade, on both Radio One and Radio Two.

CBC's costs for participation at the Games, which included rights, all labour, sales, promotion, talent, technical and all out-of-pocket expenses, were covered entirely through commercial revenue, and not through the CBC's parliamentary appropriation.

As success leads to success, CBC has been awarded the exclusive Canadian broadcasting rights for the next five Olympic Games through year 2008. The International Olympic Committee accepted an offer from CBC/Radio-Canada and NetStar, owner of the sports specialty channels TSN and RDS. Through this partnership, CBC will broadcast more of the Games than ever before.

The Canadian broadcast rights for these Games will total US \$160 million. The public/private sector partnership, a first for Olympic television coverage in Canada, helps to address these increasing costs, not only through additional monies, but also through shared production resources.

Celebrating Achievement

As Canada's national public broadcaster, the CBC has a mandate to contribute to Canadians' shared national consciousness by celebrating this country's cultural and regional diversity and achievement in every field.

Sports is an integral part of our programming mix. The Canadian public has shown again and again that it values the tradition of top quality sports programming on CBC. For the Olympics in particular, viewers by the millions have come to rely on CBC/Radio-Canada for some of the finest broadcast coverage in the world. And not only Canadian viewers: CBC's coverage of the Nagano Games was the preferred choice of many critics and viewers all over America.



Public Accountability

COMMUNICATING WITH STAKEHOLDERS

Maintaining and enhancing community and government support for the Corporation continued to be a prime goal. Efforts focused on renewing relationships with key stakeholders, including senior officials, parliamentarians, senators and industry leaders, and building coalitions around issues with key organizations.

ACCOUNTABILITY MECHANISMS

Accountability mechanisms were increased over the year. The formal annual report was distributed in a more targeted fashion, and was fully accessible over the World Wide Web, on screen and in printable format. Furthermore, a condensed version was distributed to all CBC employees and pensioners, and made available to Members of Parliament for wider dissemination.

For the first time in its history, the Corporation aired a report to its shareholders, the Canadian public, on its activities for the past year. The objective of this report was primarily to inform Canadians on the CBC's mandate, scope and plans, and to demonstrate how the Corporation manages, on their behalf, the public funds it receives from Parliament. The exercise consisted of a half-hour television program, an interactive radio component and an Internet forum which drew more than 300 comments from viewers and listeners.

As part of an ongoing effort to keep Canadians informed of the Corporation's plans and activities, the President undertook numerous speaking engagements and participated in several round tables and panel discussions on the CBC and the future of public broadcasting in Canada. In addition, several members of senior management met with community groups and other interested organizations to encourage a dialogue about the CBC's role in serving Canadians.

Did you know that...

The Quality Rating Survey (QRS), a high qua in-home interview conducted among more th 1800 Anglophones and almost 900 Francoph found that virtually all Canadians (91%) of the CBC's English and French radio and telesion services.

COMMUNITY RELATIONS

Directors and station personnel remain the Corporation's spokespersons in the regions Through active participation in community projects and public service activities, regional stations continue to forge strong links with the communities they serve. CBC's involvement at the local, regional and national levels, in cultural, artistic and sports activities, as well as charitable events, helps promote the sense of public ownership.



Annual Pile O'Bones Pancake Breakfast hosted by CBC Saskatchewan and the Regina Firefighters Association.



Host Louis Lemieux and passersby, during an eight-hour Christmas radio program produced in Chicoutimi, Quebec and broadcast across Canada on la Première Chaîne and la Chaîne culturelle



David Bazas Ombudsman, English Services



Marcel Pépm Ombudsman,

THE OMBUDSMAN

To ensure that the highest journalistic standards are maintained and that CBC viewers and listeners are able to direct serious and unresolved complaints about CBC journalism to an impartial and independent body, the Corporation established, in 1991, the Office of the Ombudsman.

The Office is headed by two directors, one dealing with the English-language services, including Newsworld, and one dealing with the French-language services, including Le Réseau de l'information. The Office reports directly to the President, and is fully independent of the Corporation's media management.

When a viewer files a complaint about a CBC news or current affairs program, he/she first obtains a response from a media director. If the complainant is not satisfied with the reply, he/she may write to the Ombudsman.

In 1997–1998, CBC's Office of the Ombudsman (English and French services combined) handled a total of 921 complaints, expressions of concern and other communications. This compares with a total of 562 received in 1996–1997 and 535 received in 1995–1996.

There were 704 files related to English programming and 217 files related to French programming. On the English side, 348 complaints fell within the mandate of the Ombudsman (information programming); on the French side, 141 complaints fell within that mandate. Communications which did not relate directly to CBC journalistic programming were acknowledged and referred to the appropriate senior officer.

The CBC's Board of Directors has given the Office of the Ombudsman an additional mandate: the assessment of the CBC's compliance with its own journalism policies. This is being accomplished through Independent Advice Panels.

On the English side, three panels monitored and reported on CBC Television's *The National*, CBC Radio's *The World at Six*, and Newsworld's *Politics* during the 1997 federal election campaign. While there were some critical comments, there was generally high praise for the quality of the CBC's election coverage.

On the French side, four panels monitored the main radio and television information programs during the federal election campaign. While comments were generally positive, suggestions were made to pay more attention to smaller parties and groups.

Where to write:

The Ombudsman, English Services Canadian Broadcasting Corporation P.O. Box 500, Station "A" Toronto, Ontario M5W 1E6 embudsman a toronto coc.ca

L'Ombudsman, Services français Société Radio-Canada C.P. 6000 Montréal (Québec) H3C 3A8 ombudsrc@montreal.radio-canada.ca



National and International Awards

Again this year, CBC/Radio-Canada received many awards for its programming.

For instance:

- an honorary Rose d'or at the Montreux Festival in recognition of the quality of its entertainment programs on television. The CBC has won more Rose d'or prizes than any other international broadcaster.
- French Television garnered 15 Gémeaux awards, for its in-house productions and co-productions. Among these are 4 et demi.... Christiane Charette en direct. La Facture. Bêtes bas bêtes + and L'Écuyer. The series Omertà was granted the Telefilm Canada award for the best French-language production in Canada. Two reports shown on Le Point also received honours, "Troc Made in Ouebec," directed by Louise Lemelin and Hélène Pichette, collected the Judith-Jasmin award and the Investigative Journalism award at the 12th Festival international du Scoop et du Journalisme. A report by Claude-Jean Harel and Frédéric Zalac. "Les pensionnats autochtones," won awards from both the Office des communications sociales and the Canadian Ethnic Journalists' and Writers' Club.
- English Television won 38 Gemini awards more than half of the number of Geminis awarded this year. Included among this year's winners were: This Hour Has 22 Minutes, Man Alive, Street Cents, The Newsroom and the fifth estate. The drama series The Arrow picked up the Chrysler Canada's Choice Award. An Emmy was awarded to Gerrie & Louise in the international category and in the news and documentary category, "The Selling of Innocents" from the Witness series also won an Emmy. In addition, English Television received an Engineering Emmy award for its pioneering application of serial component digital technology in the Canadian Broadcasting Centre in Toronto.

- French Radio earned three of the six international awards from the Communauté des radios publiques de langue française. These included the Paul Gilson Grand Prize in métisse" by Jean-Pierre Denis, and the Grand Prize for journalism granted to "Kigali, après l'horreur, la vie" by Pierre Trottier, Lucie
- · English Radio received four gold medals, four silver medals and four bronze medals at the New York Festivals' International Radio Awards. Michael Crabb was the winner of the Rogers Communications Media Award presented an award to Fred Vallance-Jones and George Stephenson for "The Secret War" aired on English Radio in Manitoba.
- CBC Records was honoured with three luno awards in the classical music category for "Mozart Horn Concerti," "Soirée française" Montreal also won two OPUS awards musique, including one for the concert of the year.
- Regional productions honoured included, from Radio-Canada Atlantique, the youth which won the Prix Marcel-Blouin given by Radio-Canada to the best regional radio
- CBC's French programming site received a Web d'or in the media category and the Grand Prize for Technological Innovation



Gerrie & Louise



Temps d'arrêt

CBC Owned and Affiliated Stations

As of March 31, 1998

ENGLISH TELEVISION CHANNEL	BRITISH COLUMBIA	CBC RADIO ONE FREQUENCY
NEWFOUNDLAND	CBC owned station	NEWFOUNDLAND
CBC owned station	Vancouver	CBC owned stations
St. John's	Private affiliated stations	Corner Brook
	Dawson Creek	Gander
PRINCE EDWARD ISLAND	Kamloops	Goose Bay
CBC owned station	Kelowna	Grand Falls
Charlottetown	Prince George	Labrador City/WabushCBDQ-FM 96.3 MHZ
NOVA SCOTIA	NORTHWEST TERRITORIES	PRINCE EDWARD ISLAND
CBC owned station	NORTHWEST TERRITORIES CBC owned station	CBC owned station
HalifaxCBHT 3	Yellowknife	CharlottetownCBCT-FM 96.1 MHZ
NEW BRUNSWICK		NOVA SCOTIA
CBC owned station	FRENCH TELEVISION CHANNEL	CBC owned stations
Fredericton		HalifaxCBHA-FM 90.5 MHZ
QUEBEC	NEW BRUNSWICK	Sydney CBI 1140 KHZ
CBC owned station	CBC owned station	, ,
Montreal	Moncton	NEW BRUNSWICK
WidifficalCowii o	QUEBEC	CBC owned stations
ONTARIO	CBC owned stations	Fredericton
CBC owned stations	Montreal	Fredericton/ Saint JohnCBD-FM 91.3 MHz
OttawaCBOT 4	Quebec	Moneton
Toronto		Worker
WindsorCBET 9	Private affiliated stations	QUEBEC
Private affiliated stations	Jonquière	CBC owned stations
Kingston	Rivière-du-Loup	MontrealCBME-FM 88.5 MHZ
North Bay	Sherbrooke	QuebecCBVE-FM 104.7 MHZ
Peterborough	Trois-Rivières	CANTADIO
Sault Ste. Marie		ONTARIO
Sudbury	ONTARIO	CBC owned stations Ottawa
Timmins	CBC owned station	Sudbury
	OttawaCBOFT 9	Thunder BayCBQT-FM 88.3 MHZ
MANITOBA	MANITOBA	Toronto (on air April 19, 1998) CBLA-FM 99.1 MHZ
CBC owned station	CBC owned station	Windsor
WinnipegCBWT 6	Winnipeg	A A A A NITOD A
Private affiliated station	Transpeg Tra	MANITOBA
Brandon	SASKATCHEWAN	CBC owned stations
Diamoni	CBC owned station	Thompson CBWK-FM 100.9 MHZ Winnipeq CBW 990 KHZ
SASKATCHEWAN	ReginaCBKFT 13	Willingeg
CBC owned station	ALDEDTA	SASKATCHEWAN
ReginaCBKT 9	ALBERTA	CBC owned stations
Private affiliated stations	CBC owned station	La Ronge CBKA-FM 105.9 MHZ
Prince Albert	Edmonton	ReginaCBK 540 KHZ
Swift Current	BRITISH COLUMBIA	ALDEDTA
Yorkton	CBC owned station	ALBERTA
	Vancouver	CBC owned stations
ALBERTA CBC owned stations		Calgary
Edmonton		BRITISH COLUMBIA
Calgary		CBC owned stations
Private affiliated stations		Kelowna CBTK-FM 88.9 MHZ
Lloydminster		Prince GeorgeCBYG-FM 91.5 MHZ
Medicine Hat		Prince Rupert
Red Deer		VancouverCBU 690 KHZ

ONTARIO	ONTARIO
CBC owned stations	CBC owned stations
Ottawa	Ottawa
Windsor	MANITOBA
MANUTORA	CBC owned station
	WinnipegCBW-FM 98.3 MHZ
	CACKATOLICIANANI
St. Bonnace	SASKATCHEWAN
SASKATCHEWAN	CBC owned station
	ReginaCBK-FM 96.9 MHZ
	ALBERTA
neginaCDNI-IIVI 97.7 IVIAZ	CBC owned stations
ALBERTA	Calgary
CBC owned station	Edmonton
Edmonton	Edition Control Sold Will
	BRITISH COLUMBIA
BRITISH COLUMBIA	CBC owned station
CBC owned station	VancouverCBU-FM 105.7 MH2
VancouverCBUF-FM 97.7 MHZ	
	LA CHAÎNE CULTURELLE FREQUENCY
CBC RADIO TWO FREQUENCY	NEW BRUNSWICK
NEWFOUNDLAND	CBC owned station
CBC owned station	MonctonCBAL-FM 98.3 MHZ
St. John's CBN-FM 106.9 MHZ	
	QUEBEC
	CBC owned stations
	Chicoutimi
HalifaxCBH-FM 102.7 MHZ	Montreal CBD CM to 7 MID
OUEDEO	Quebec (U)
actor.	Rimouski (isis 1'.' · · '.')
	ONTARIO
MontrealCBM-FM 93.5 MHZ	CBC owned stations
	Ottawa CBOX-FM 102.5 MHZ
	TorontoCJBC-FM 90.3 MHZ
	OttawaCBOF-FM 90.7 MHZ Sudbury

On-air Stations and Rebroadcasters, Basic Networks

	Televi	sion Netw	orks		Radio 1	Vetworks			
				Eng	glish	Fr	ench		
	English	French	Total TV	Radio One	Radio Two	Première Chaîne	Chaîne culturelle	Total Radio	Grand Total
CBC-owned stations	14	8	22	35.	10	19	7	71	93
CBC rebroadcasters	441	173	614	379	15	155	2	551	1,165
Private affiliated stations	19	5	24	1		3	-	4	28
Private affiliated rebroadcasters	48	13	61	0	-	2		2	63
Community owned stations	_	-	NEW	1	1	an .	-	2	2
Community owned rebroadcasters	147	14	161	51	6	8	-	65	226
Total	669	213	882	467	32	187	9	695	1,577

Senior Officers of the CBC

As of March 31, 1998

Hon. Perrin Beatty, P.C.

President and Chief Executive Officer

R. James McCoubrey

Executive Vice-President and Chief Operating Officer

Louise Tremblay

Senior Vice-President, Resources

Jim Byrd

Vice-President, English Television Networks

Michèle Fortin

Vice-President, French Television Networks

Harold Redekopp

Vice-President, English Radio Networks

Sylvain Lafrance

Vice-President, French Radio Networks

George C.B. Smith

Vice-President, Human Resources

Pierre Nollet

Head of Legal Services and General Counsel and Corporate Secretary

Robert Hertzog

Vice-President, Internal Audit

Laurie Jones

Senior Director, Corporate Communications and Public Affairs

John Lewis

Executive Director, Business Development

Robert O'Reilly

Executive Director, Radio Canada International and International Relations

David Bazay

Ombudsman, English Services

Marcel Pépin

Ombudsman, French Services

FINANCIAL REPORT

1997-1998







Management Discussion and Analysis

FOREWORD

The accompanying financial statements of the Corporation indicate an operating deficit of \$35.5 million for 1997–1998. This is strictly an accounting deficit and arises from the need to respect generally accepted accounting principles when preparing external financial reports. These accounting principles require that the Corporation report expenditures, such as the amortization of capital assets, in its financial statements.

The Corporation, however, manages its expenditures on a government funding basis which is based primarily on cash flow requirements and would therefore exclude such expenditures as amortization in determining the year end results. As a result, the Corporation has different net results of operations under the two reporting methods. The different treatment of expenses under the two methods is explained in Note 4b to the Financial Statements and shows that, on a government funding basis, the Corporation ended the year with a surplus of \$29.4 million to be carried forward into 1998–1999.

To say the least, 1997–1998 has been a turning point for the Corporation: a year marked by the completion of our restructuring plan, painful job losses and downsizing. However, on a more positive note, buoyed by the upturn in the Canadian market and the successful launch of our new fall television schedules, the anticipated drop in the Corporation's revenues did not materialize and contributed, to a large degree, to the \$29.4 million year-end surplus.

The Corporation's initiatives over the past year to improve both the quality and content of the media services were strengthened by the government's commitment to provide CBC's Radio Service with \$10 million a year in new funds and to extend funding for the Television Production Fund. The Television Production Fund alone has been fundamental in allowing the Corporation to improve the quality, quantity and regional representation of its Canadian programming.

In addition, the Minister of Canadian Heritage recently renewed the government's ongoing commitment to Radio Canada International (RCI) and provided full funding for the service beginning April 1st, 1997. RCI is Canada's international short-wave radio service that is operated by the CBC under contract to the Government of Canada. As a result, service levels are directly tied to the level of funding provided. In a further display of support for its commitment to preserving the service, an additional contribution of \$15 million has been provided to upgrade RCI's infrastructure over the next three years.

While the upcoming year ushers in a longawaited period of stable funding, there are many events on the horizon that will directly impact the Corporation:

- changes in the funding levels for the Television Production Fund;
- with the CRTC -
 - Canadian television policy review;
 - new specialty service licences;
 - our own network licence renewals;
 - the end of current collective agreements;
- the erosion of the CBC's ownership of

These events will create significant challenges for the Corporation and, consequently, are discussed in more detail in the Regulatory and Broadcast Environment sections of this Annual Report.

OPERATING RESULTS

Total revenue from the Corporation's operations for the year ended March 31, 1998, increased to \$525,292,000; an increase of 4.3% or \$21,445,000 over last year's revenue of \$503,847,000.

Advertising revenue growth of \$18.5 million in excess of the previous year was the largest contributor to this increase, and results from the significantly improved market conditions, the positive spin-off effect of the Nagano Winter Olympics and the successful launch of, and strengthening advertising support for, the Canadianized prime-time programming schedule. Reductions that were anticipated due to the increased competition from new specialty services and the negative impact of dramatic changes to CBC's programming schedule did not materialize.

Our Statement of Operations and Proprietor's Equity shows that government funding to the CBC for its 1997–1998 operating expenses has decreased to \$702,985,000, a reduction of 17.7% or \$151,464,000 over last year. However, included in that reduction is an amount of \$56.7 million that the Corporation has used to repay (with interest) an amount of \$50 million received in 1995–1996 to help with the cash requirement for downsizing costs.

To date, the CBC has received funding of \$98 million against its \$223 million downsizing cash cost. The Corporation is expecting to receive additional downsizing funding in 1998–1999.

In 1997–1998, the Corporation continued with its restructuring initiatives through the achievement of efficiencies and targeted reductions, primarily in the TV and Radio areas and payments to private broadcasters for affiliate agreements.

Earlier initiatives targeted corporate management and transmission, distribution and collection activities, with the result that reductions in these areas were larger in earlier years. The following graph highlights the reductions in these areas.

Year-Over-Year Decrease in Expenditures - \$69,906,000



GOVERNMENT FUNDING

The funding received by the Corporation for its ongoing operations has been reduced by \$151.5 million from the previous year. This reduction is composed of the funding reductions as announced by the Federal Government, and the one-time repayment (with interest) of \$56.7 million for the repayable advance received by the Corporation in 1995–1996 for downsizing costs.

BALANCE SHEET ITEMS

The decrease in current assets over the previous year is primarily related to the pay out of cash funds associated with the downsizing program. This is partly offset by an increase in accounts receivable due to the Nagano Olympics, which were held in late February 1998, and to a receivable relating to an income tax refund. For long-term assets, the decrease in levels is attributable to the reduced capital spending levels, offset slightly by a long-term prepayment relating to telecommunications charges.

The reduced level of current liabilities results mainly from a decrease in the level of employee termination benefits, since the majority of the costs related to the restructuring plan have now been paid out. Long-term liabilities have decreased as a result of a reduction in the capital lease obligation for the Broadcast Centre in Toronto and due to the amortization of the deferred capital funding.

DEFERRED CAPITAL FUNDING

Parliamentary appropriations received from the Government of Canada for capital expenditures are now recorded as deferred capital funding on the Balance Sheet, and are amortized on the same basis and over the same period as the capital assets purchased with the funds. This amortization is then included as Government funding on the Statement of Operations. This change conforms to the Public Sector Accounting and Auditing Board Exposure Draft on Accounting for Government Assistance.

PROPRIETOR'S EQUITY

The Statement of Operations and Proprietor's Equity is prepared in accordance with generally accepted accounting principles, and as identified earlier in this report, these principles require the recognition of expenses which are not currently funded. Instead, these expenses (such as annual leave and severance payments) are funded from annual appropriations, as the liability becomes current. The negative proprietor's equity balance of \$65,434,000 in this statement recognizes the outstanding liability for these expenses at the end of the fiscal period. Complete details are included in the statements and in Note 4b to the Financial Statements.

OTHER

The Corporation's dependency on funding from the Government has continued to decrease, such that 32.7% of expenditures are now funded from net revenues — mainly advertising revenue. As such, its level of operations is now more dependent on the economic and other fluctuations in the market place, and will be affected by increased competition from new specialty services and other new endeavors. This dependency on non-government revenues places the Corporation in a more volatile position than in the past, and it will monitor the situation to take advantage of new opportunities as they arise, or to minimize the impact of negative effects.



Financial Statements

MANAGEMENT'S RESPONSIBILITY FOR THE FINANCIAL STATEMENTS

The financial statements and all other information presented in the annual report are the responsibility of management and have been reviewed and approved by the Board of Directors of the Corporation. These financial statements, which include amounts based on management's best estimates as determined through experience and judgement, have been properly prepared within reasonable limits of materiality and are in accordance with generally accepted accounting principles.

Management of the Corporation maintains books of account, records, financial and management control, and information systems, which are designed for the provision of reliable and accurate financial information on a timely basis. These controls provide reasonable assurance that assets are safeguarded, that resources are managed economically and efficiently in the attainment of corporate objectives, that operations are carried out effectively and that transactions are in accordance with the *Broadcasting Act* and the by-laws of the Corporation.

The Corporation's Internal Auditor has the responsibility for assessing the Corporation's systems, procedures and practices. The Auditor General of Canada conducts an independent audit of the annual financial statements and reports on his audit to the Canadian Broadcasting Corporation and the Minister of Canadian Heritage.

The Board of Directors' Audit Committee, which consists of four members, none of whom is an officer of the Corporation, reviews and advises the Board on the financial statements and the Auditor General's report thereto. The Audit Committee oversees the activities of Internal Audit and meets with management, the Internal Auditor and the Auditor General on a regular basis to discuss the financial reporting process as well as auditing, accounting and reporting issues.

Ottawa, Canada June 12, 1998

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AUDITOR'S REPORT

To the Board of Directors of the Canadian Broadcasting Corporation And the Minister of Canadian Heritage

I have audited the balance sheet of the Canadian Broadcasting Corporation as at March 31, 1998 and the statements of operations and proprietor's equity and cash flow for the year then ended. These financial statements are the responsibility of the Corporation's management. My responsibility is to express an opinion on these financial statements based on my audit.

I conducted my audit in accordance with generally accepted auditing standards. Those standards require that I plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In my opinion, these financial statements present fairly, in all material respects, the financial position of the Corporation as at March 31, 1998 and the results of its operations and the changes in its financial position for the year then ended in accordance with generally accepted accounting principles. As required by the *Broadcasting Act*, I report that, in my opinion, these principles have been applied, after giving retroactive effect to the change in the method of accounting for parliamentary appropriations for depreciable capital assets as explained in Note 3 to the financial statements, on a basis consistent with that of the preceding year.

Further, in my opinion, the transactions of the Corporation that have come to my notice during my audit of the financial statements have, in all significant respects, been in accordance with Part III of the *Broadcasting Act* and the by-laws of the Corporation.

Ottawa, Canada June 12, 1998

L. DENIS DESAUTELS, FCA

Statement of Operations and Proprietor's Equity For the years ended March 31

	1998	1997 sands of dollars)
	(trivia)	
REVENUE		(Restated – Note 3)
Advertising and program sales	383,306	364,834
Specialty services (Note 5)	87,383	85,275
Miscellaneous	54,603	53,738
	525,292	503,847
EXPENSE		
Television and radio service costs	1,065,009	1,129,038
Specialty services (Note 5)	86,096	85,420
Transmission, distribution and collection	64,107	65,637
Radio Canada International	15,264	15,657
Payments to private stations	12,295	16,019
Corporate management	15,073	15,696
Amortization of capital assets	135,379	117,303
Downsizing program (Note 6)	18,336	(19,312)
Total expense before taxes	1,411,559	1,425,458
Net operating loss before government funding and taxes	(886,267)	(921,611)
GOVERNMENT FUNDING		
Parliamentary appropriation for operating expenditures (Note 4)	759,654	854,449
Frozen allotment to offset the 1995–1996 repayable advance (Note 4)	(56,669)	-
Net funding for operating expenditures	702,985	854,449
Parliamentary appropriation for downsizing program (Note 4)	ence.	41,975
Funding for Radio Canada International (Note 5)	15,360	5,179
Amortization of deferred capital funding (Note 9)	135,120	116,741
Net results of operations before taxes	(32,802)	96,733
Provision for income and large corporations taxes (Note 7)	2,708	2,959
Net results of operations for the year	(35,510)	93,774
Proprietor's equity, beginning of year	(33,924)	(131,698)
Working Capital Funding (Note 4)	4,000	4,000
Proprietor's equity, end of year	(65,434)	(33,924)

The accompanying notes form an integral part of the financial statements.

Balance Sheet

1998 1997 (thousands of dollars) (Restated - Note 3) **ASSETS** Current Cash and short-term investments 38.624 216,137 Accounts receivable 183,826 109,686 Program inventory 87,964 96,517 Prepaid expenses 35,094 21,361 Deferred income tax 20,523 345,508 464,224 Capital assets (Note 8) 1,142,146 Deferred charges 25,449 15,416 1,513,103 1,664,739 LIABILITIES Current Accounts payable and accrued liabilities 223,605 Accrued vacation pay 40,088 38,078 Employee termination benefits 13,191 112,104 Obligations under capital leases (Note 12) 278,724 353,938 Long-term Employee termination benefits 69,932 65,824 Deferred pension liability (Note 11) 97,748

The accompanying notes form an integral part of the financial statements.

APPROVED ON BEHALF OF THE BOARD OF DIRECTORS:

SENIOR VICE-PRESIDENT, RESOURCES

DIRECTOR J

Obligations under capital leases (Note 12)

Commitments and contingencies (Notes 13 and 14)

Deferred capital funding (Note 9)

PROPRIETOR'S EQUITY

Proprietor's equity

DIRECTOR

791,877

(33,924)

1,344,725

1,664,739

385,345

746,897

(65,434)

1,299,813

1,513,103

Statement of Cash Flow For the years ended March 31

	1998	1997
	(thous	sands of dollars)
OPERATING ACTIVITIES		(Restated - Note 3)
Net results of operations for the year	(35,510)	93,774
Gain on disposal of capital assets	(100)	(202)
Items not involving cash:		
Amortization of capital assets	135,379	117,303
Amortization of deferred charges	5,390	14,453
Employee termination benefits and vacation pay	(96,815)	(39,691)
Deferred pension contribution	(109)	(57,566)
Amortization of deferred capital funding	(135,120)	(116,741)
Net change in working capital balances excluding	(26,130)	17,968
cash and short-term investments (Note 16)		
	(153,015)	29,298
FINANCING ACTIVITIES		
Parliamentary appropriations (Note 4):		
Capital funding	90,140	96,709
Working capital funding	4,000	4,000
Proceeds on disposal of capital assets /	1 207	2 (00
financing from other organizations	1,287	2,690
	95,427	103,399
INVESTING ACTIVITIES		
Acquisition of capital assets	(93,613)	(85,874)
Capital portion of lease payments	(10,889)	(16,533)
Refinancing of capital lease		4,792
Deferred charges	(15,423)	
	(119,925)	(97,615)
Increase (decrease) in cash and short-term investments	(177,513)	35,082
Cash and short-term investments, beginning of year	216,137	181,055
Cash and short-term investments, end of year	38,624	216,137

The accompanying notes form an integral part of the financial statements.



Notes to Financial Statements

For the year ended March 31, 1998

1. AUTHORITY AND OBJECTIVE

The Canadian Broadcasting Corporation was first established by the 1936 Canadian Broadcasting Act and continued by the 1958, 1968 and 1991 Broadcasting Acts. The Corporation is an agent of Her Majesty and all property acquired by the Corporation is the property of Her Majesty.

As the national public broadcaster, the Canadian Broadcasting Corporation provides radio and television services in both official languages incorporating predominantly and distinctively Canadian programs to reflect Canada and its regions to national and regional audiences.

2. SIGNIFICANT ACCOUNTING POLICIES

The financial statements include the accounts of the Corporation and its proportionate share of the assets, liabilities, revenues and expenses relating to joint venture activities. The financial statements have been prepared in accordance with generally accepted accounting principles. Significant accounting policies are set out below:

Parliamentary Appropriations and Deferred Capital Funding

The Government of Canada mainly finances the Corporation. Parliamentary appropriations provided for operating expenditures and downsizing expenses are recorded on the Statement of Operations and Proprietor's Equity. Parliamentary appropriations for depreciable capital expenditures are recorded as deferred capital funding on the Balance Sheet, and are amortized on the same basis and over the same periods as the related capital assets. Parliamentary appropriations for working capital and non depreciable capital assets are credited to Proprietor's Equity.

b. Program Inventory

Program Inventory consists of:

(i) Programs Completed and in Process of Production or Available for Sale Programs completed and in process of production or available for sale are stated at cost. Cost includes the cost of materials and services, and the share of labour and overhead expenses applicable to programs.

Program costs are charged to operations as the programs are broadcast, deemed unusable, or sold.

(ii) Film and Script Rights
The Corporation enters into contracts for film and script rights. As payments are made under the terms of each contract they are reflected in the accounts as prepaid film rights. The film rights are charged to operations in accordance with the approved program schedule or when deemed unusable.

c. Capital Assets

Capital assets are recorded at cost, less accumulated amortization. The cost of assets constructed by the Corporation includes material, direct labour and related overhead. Assets recorded as capital leases are initially recorded at the present value of the minimum lease payments at the inception of the lease. Amortization is calculated on the straight-line method using rates based on the estimated useful life of the assets as follows:

L.E.	serar the or the assets to termina	
4	Buildings	33 years
6	Technical equipment	
	Transmitters and towers	20 years
	Other	10 years
0	Furnishings and office equipment	10 years
0	Computers	5 years
0	Automotive	5 years

Leasehold improvements are capitalized and amortized over the remaining terms of the respective leases to a maximum period of five years. Amounts included in uncompleted capital projects are transferred to the appropriate capital asset classification upon completion, and are then amortized according to the Corporation's policy.

d. Deferred Charges

Deferred costs incurred in the development of specialty channels and goodwill arising from the acquisition of broadcast undertakings are amortized over seven years based on a normal license period. Deferred costs incurred by joint ventures are amortized over a period of five years. Other deferred charges are amortized over the period of the respective agreements.

e. Pension Cost and Obligation

The Corporation provides pensions based on length of service and final average earnings as classified under defined benefit retirement pension arrangements.

The cost of pension benefits earned by employees is determined using the projected benefit method of actuarial valuation with projected salary increases where appropriate, pro-rated on services and charged to operations as services are rendered. This cost reflects management's best estimate of the pension fund's expected investment yields, and of salary escalations, mortality of members, terminations and ages at which members will retire. The surplus on the introduction of this accounting policy, adjustments arising from plan amendments, experience gains and losses and changes in assumptions are amortized over the estimated average remaining service life of the employee group.

The difference between the accumulated pension expense and the employer's contributions to the Pension Fund is reflected in the balance sheet as a long-term deferred charge or deferred pension liability as the case may be.

f. Employee Termination Benefits and Vacation Pay

Employee termination benefits and vacation pay are expensed as the benefits accrue to employees under their respective terms of employment.

Termination benefits are calculated on an actuarial basis taking into account the future expected payments, the probabilities of payment and discount to the valuation date. The present value of the projected cost is recorded as a liability.

Vacation pay is calculated at the salary levels in effect at the end of the year for all unused vacation pay benefits accruing to employees.

Since a major portion of the liabilities for these items represent costs which will be funded mainly from appropriations received from the Government of Canada in the future, these items do not have an impact upon the Corporation's operating surplus or deficit on a government funding basis.

g. Other Post-employment Benefits

In addition to pension and termination benefits, the Corporation provides life insurance benefits to its retired employees. The costs related to this benefit are expensed as incurred by the Corporation during the post-retirement period.

h. Measurement Uncertainty

The preparation of financial statements in accordance with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amount of assets and liabilities at the date of the financial statements and the reported amounts of income and expenses during the reporting period. Employee termination benefits, deferred pension liability and contingent liabilities are the most significant items where estimates are used. Actual results could differ from those estimates.

3. CHANGE IN ACCOUNTING POLICY

Prior to 1998, capital funding received from the Government of Canada was recorded as Proprietor's Equity. Parliamentary appropriations for depreciable capital expenditures are now recorded as deferred capital funding on the Balance Sheet, in order to conform to C.I.C.A. Public Sector Accounting and Auditing Board Exposure Draft on Accounting for Government Assistance, and are amortized on the same basis and over the same periods as the related capital assets. The effect of this change in accounting policy, which has been applied retroactively, is a reduction in Proprietor's Equity and an increase in deferred capital funding on the Balance Sheet of \$746,897,000 (1997-\$791,877,000), and an increase in net results of operations for the year of \$135,120,000 (1997-\$116,741,000). This accounting change does not have any impact upon the Corporation's operating surplus or deficit on a government funding basis.

4. PARLIAMENTARY APPROPRIATIONS

Parliamentary appropriations approved and the amounts received by the Corporation during the year are as follows:

a. Parliamentary Appropriations Approved and Received

	1998	1997
	(thousan	ds of dollars,
Approved appropriations for:		
Operating Funding		
Annual funding	769,014	818,329
Transfer from capital funding (1)	-	36,120
• Funding for RCI (Note 5)	(9,360)	-
	759,654	854,449
Frozen allotment to offset		
the 1995-1996 repayable		
advance including imputed		
interest thereon (2)	(56,669)	-
	702,985	854,449
Funding for downsizing program	_	41,975
Capital Funding (Note 9)	105,740	140,829
• Less transfer to		
operating funding (1)	-	36,120
• Less transfer to 1998–1999		
(1997-1998) fiscal year ⁽¹⁾	15,600	8,000
	90,140	96,709
	30,170	

⁽ii) In the event that significant changes in current year requirements occur, amounts are transferred from one vote to another or reprofiled from one fiscal year to the next through Appropriation Acts tabled in the House of Commons.

⁽¹⁾ In 1995–1996, the Corporation received a \$50 million repayable advance to be recovered in future years through reduced funding levels.

Reconciliation of Net Results of Operations to Government Funding Basis

The Corporation receives a significant portion of its funding through Parliamentary appropriations, which is based primarily on cash flow requirements. Items recognized in the Statement of Operations and Proprietor's Equity in one year may be funded through Parliamentary appropriations in different years. Accordingly, the Corporation has different net results of operations for the year on a government funding basis than on a generally accepted accounting principles basis. These differences are outlined to the right:

	4000	
	1998	1997
	(thousand	is of dollars)
Net results of operations		
for the year	(35,510)	93,774
Items expensed but funded		
in other years	30,429	(52,820)
Net results of operations on a		
government funding basis	(5,081)	40,954
Government funding surplus		
(deficit), beginning of the year	34,525	(6,429)
Government funding surplus		
(deficit), end of the year	29,444	34,525

S. SPECIALTY SERVICES AND RADIO CANADA INTERNATIONAL

a. Specialty Services

The Corporation operates CBC Newsworld, Réseau de l'information (RDI) and Galaxie under license conditions that the operations be reported on an incremental cost and revenue basis. All services use previous years' surplus carryforwards to fund current year activities. At March 31, the cumulative net operating surplus carried forward to future years' activities for CBC Newsworld totalled \$2.2 million (1997 – \$0.5 million) and for RDI, \$33,000 (1997 – \$7,000). 1997–1998 was Galaxie's first year of operations and the results are according to plan.

		1998			1997	
	Revenue	Expense	Net	Revenue	Expense	Net
			(thousand	ls of dollars)		
CBC Newsworld	55,816	54,122	1,694	54,677	54,817	(140)
RDI	31,263	31,237	26	30,598	30,603	(5)
Galaxie	304	737	(433)			
	87,383	86,096	1,287	85,275	85,420	(145)

b. Funding for Radio Canada International

1998	1997
(thousand	s of dollars)
9,360	-
6,000	5,179
15,360	5,179
	9,360 6,000

6. DOWNSIZING PROGRAM

The Corporation completed its cost reduction efforts to address the impact of the budget cuts announced by the Government of Canada. The downsizing program resulted in the departure of employees through incentive programs and lav-offs.

The Corporation has requested further assistance from the Government of Canada to fund the cost of the downsizing program.

	1998	1997
	(thousand	ds of dollars)
Employee termination and		
other costs	(8,431)	18,991
Pension expense(1)	26,767	(38,303)
	18,336	(19,312)

¹¹ The pension costs of the downsizing program were adjusted upward by \$26.8 million (1997 – \$38.3 million reduction) to reflect management's revised cost estimates for terminations and variety ments.

7. INCOME AND LARGE CORPORATIONS TAXES

The Corporation is a prescribed federal Crown Corporation under Part LXXI of the Income Tax Regulations and is subject to the provisions of the Income Tax Act (Canada). The Corporation is not subject to provincial income taxes on its own activities.

The provision for income and large corporations tax is comprised of:

	1998	1997
	(thousands of dollars,	
Current tax expense (recovery)	(17,815)	4,624
Deferred taxes	20,523	(1,665)
	2,708	2,959

The Corporation's net provision for tax results primarily from large corporations tax.

The Corporation has net timing differences of \$75.7 million (1997 – \$58.1 million) resulting from items reported for tax purposes in different periods than for accounting purposes, the benefit of which has not yet been recognized in the financial statements. These timing differences generally result from the accrual of pension and severance pay costs, and capital cost allowance on its long term capital lease where funding for the lease obligation is provided over several years. Capital cost allowance is not claimed on other capital assets, as the related capital funding is usually received in full in the same year in which the asset is acquired.

8. CAPITAL ASSETS

	Cost	Accumulated	Net B	ook Value
		Amortization	1998	1997
		(thousa	nds of dollars,	
Land	35,515	-	35,515	35,560
Buildings	359,123	192,132	166,991	166,475
Technical equipment	1,043,599	614,633	428,966	446,376
Furnishings, office equipment and computers	71,950	49,263	22,687	29,693
Automotive	32,862	21,208	11,654	8,945
Leasehold improvements	7,221	5,601	1,620	2,394
Property under capital leases	511,652	76,692	434,960	450,246
Uncompleted capital projects	39,753	-	39,753	45,410
	2,101,675	959,529	1,142,146	1,185,099

Amortization expense of \$15.3 million (1997 - \$14.8 million) relates to property under capital lease.

9. DEFERRED CAPITAL FUNDING

	1998 (thousand	1997 ds of dollars)
Balance, beginning of year	791,877	811,909
Parliamentary appropriation		
for depreciable capital		
expenditures (Note 4)	90,140	96,709
Amortization of deferred		
capital funding	(135,120)	(116,741)
Balance, end of year	746,897	791,877

10. JOINT VENTURE ACTIVITIES

The Corporation has net equity of \$4.0 million (1997 – \$5.4 million) in joint business ventures which is accounted for using the proportionate consolidation method.

11. CBC PENSION PLAN

The Corporation maintains a contributory defined benefit pension plan covering substantially all employees of the CBC. Retirement benefits are based on the length of pensionable service and on the average of the best five consecutive years of pensionable salary in the last ten years of employment.

The accrued pension benefits are determined using the projected benefit method prorated on service and management's best estimate of future economic events.

Employees are required to contribute a percentage of their pensionable salary to the Plan, with the Corporation providing the balance of the funding, as required, based on actuarial valuations, which are made at least on a triennial basis.

Projections from an actuarial valuation prepared for accounting purposes show an estimated present value of accrued pension benefits of \$2,673.9 million as at March 31, 1998 (1997 – \$2,601.0 million) which includes \$16.2 million (1997 – \$11.4 million) of unfunded retirement benefits. The actuarial value of the pension fund assets as at March 31, 1998 was \$2,926.1 million (1997 – \$2,765.2 million).

	1998	1997
	(thousand	ds of dollars)
Current service cost	39,121	35,728
Accrued interest on net		
pension plan assets	(12,076)	(6,411)
Amortization of past service		
gains (net)	(22,381)	(16,669)
Adjustment for plan curtailment		
due to workforce reduction	26,767	(38,303)
CBC pension expense	31,431	(25,655)
Deferred pension liability,		
beginning of year	97,748	155,314
Pension expense	31,431	(25,655)
Pension plan contributions		
and benefit payments	(31,540)	(31,911)
Deferred pension liability,		
end of year	97,639	97,748

12. OBLIGATIONS UNDER CAPITAL LEASES

Capital leases consist mainly of premises occupied by CBC in Toronto.

Future minimum lease payments and obligations are as follows:

	(thousands of dollars)
1999	33,099
2000	33,084
2001	33,039
2002	33,039
2003	33,039
Thereafter to 2027	809,449
Total future minimum payments	974,749
Deduct imputed interest (7.53%)	
and executory costs	585,554
Obligation under capital lease	389,195
Less current portion	3,850
Long term portion	385,345

CBC owns the land on which the Canadian Broadcasting Centre in Toronto is located.

13. COMMITMENTS

a. Program Related and Other

As at March 31, 1998, commitments for sports rights amounted to \$583.5 million; procured programs, film rights and coproductions amounted to \$70.9 million and capital assets amounted to \$9.8 million for total commitments of \$664.2 million.

b. Operating Leases

Future annual payments related to operating leases are as follows:

A Francisco	(thousands of dollars)
1999	47,076
2000	47,367
2001	38,253
2002	33,692
2003	11,853
2004 - 2062	5,242
Total future payments	183,483

c. Joint Venture Activities

The Corporation's proportionate share of commitments related to joint venture activities totalled \$5.5 million.

14. CONTINGENCIES

Various claims and legal proceedings have been asserted or instituted against the Corporation, including some which demand large monetary damages or other relief, which could result in significant expenditures. Litigation is subject to many uncertainties, and the outcome of individual matters is not predictable. A provision for these expenditures has been recorded based on management's best estimate. It is reasonably possible that the Corporation may have to settle some of these claims for amounts in excess of established provisions in the near term. Any such costs will be charged to operations as incurred.

15. RELATED PARTY TRANSACTIONS

The Corporation is related in terms of common ownership and enters into transactions with other Government departments, agencies and Crown Corporations in the normal course of business on normal trade terms applicable to all individuals and enterprises. Transactions with the Government of Canada are outlined in Note 4.

16. NET CHANGE IN NON-CASH WORKING CAPITAL BALANCES

	1998	1997
	(thousands of dollar	
Cash provided by (used for):		
Accounts receivable	(74,140)	(1,066)
Program inventory	8,553	9,035
Prepaid expenses	(13,733)	12,305
Deferred income taxes	20,523	(1,665)
Accounts payable and		
accrued liabilities	32,667	(641)
-	(26,130)	17,968

17. FINANCIAL INSTRUMENTS

Short-term investments, accounts receivable and accounts payable are valued at cost, which approximates fair market value. The Corporation invests in the short-term money market (maximum term to maturity 91 days). Securities are limited to those that are 100% guaranteed by the Government of Canada. The overall portfolio yield for the fiscal year ending March 31, 1998 was 3.72% (4.78% at March 31, 1997).

18. YEAR 2000

The Corporation may experience the effects of the Year 2000 Issue before, on, or after January 1, 2000. The effects on operations and financial reporting, if not addressed, may range from minor errors to significant systems failure, which could affect CBC's ability to conduct normal business operations. While plans have been developed to meet internal requirements, with regular reports made to senior management and the Board of Directors, it is not possible to ensure that all aspects of the Year 2000 Issue, including those related to the efforts of customers, suppliers, or other third parties, will be fully resolved.

19. COMPARATIVE FIGURES

Certain of the 1997 comparative figures have been reclassified to conform to the curent year's presentation.

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Toronto, Ontario M5W 1E6 e-mail: ombudsman@toronto.cbc.ca

French Services:

Marcel Pépin 1400 René-Lévesque Blvd. East P.O. Box 6000 Montreal, Quebec H3C 3A8 e-mail: ombudsrc@montreal. radio-canada.ca

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ATLANTIC PROVINCES (French)

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CBC Radio-Canada

Annual Report 1998-1999



Cover

Peter Manshridge, The National/National Magazine Coverage of Canadian astronauts – Julie Payette Céline Galipeau, Television correspondent Maxime Desbiens-Tremblay, The Tale of Teeka Stéphan Bureau, Le Téléjournal/Le Point Wimzie, Wimzie's House

Back cover

Michaëlle Jean, Journalist-presenter
Daniel Lussier, Beaux Dimanches
Alexandre Trudeau, Robin McKenna, Simon Barrette, Culture Shock
Raymond St-Pierre, Radio and Television correspondent
Coverage of the Swissair flight 111 crash

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Corporate Profile

Status

The Canadian Broadcasting Corporation, Canada's national public broadcaster, was created by an Act of Parliament on November 2, 1936, and now operates under the 1991 Broadcasting Act. It is accountable to the Parliament of Canada through the Minister of Canadian Heritage, to whom it reports annually.

Program Services

CBC program services include:

- two main television networks, one in English, one in French, which offer general and special interest programs;
- four main radio networks, two in English, two in French, which offer information and general interest programs as well as music and cultural programs;
- two all-news and information television networks, one in English, one in French, entirely financed by cable subscriptions and advertising revenue;
- radio and television services to the North in English, French and eight native languages;
- a digital pay audio service offering 30 continuous music channels 24 hours a day. without talk or commercials.

CBC also provides, on behalf of the Government of Canada, an international radio service which broadcasts in seven languages.

Distribution

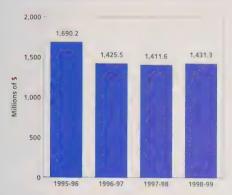
CBC programs are distributed through satellite in combination with microwave and landline, feeding 95 CBC owned stations, 1.164 CBC rebroadcasters. 27 private affiliated stations and 291 affiliated or community

Financing

CBC is financed mainly through public funds, supplemented by advertising revenue on television and various other revenue sources.

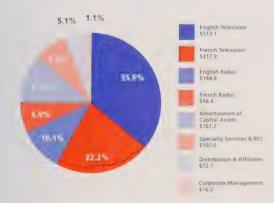
Financial Highlights



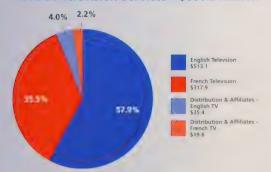


Operating expenditures have increased this year mainly as a result of a major project to restore archival audio-visual material and other one-time programming initiatives.

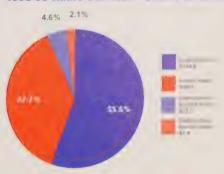
1998-99 Operating Expenses - \$1,431.3 million (in millions of \$)



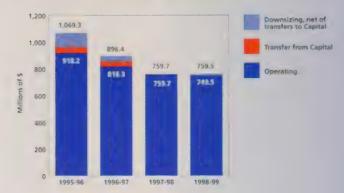
1998-99 Television Services - \$886.2 million



1998-99 Radio Services - \$260.7 million

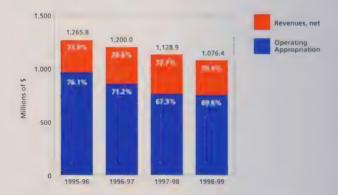


Parliamentary Operating Appropriations



Operating appropriations have stabilized.

Operating Appropriations* and Net Revenues**



Government funding has stabilized, while net revenues fluctuate from year to year. In years with Olympic Games coverage, net revenues increase, therefore reducing reliance on government funding.

- * Including transfers to/from capital and excluding special appropriations for Downsizing and RCI.
- **Gross revenues less specialty services revenues, RCI miscellaneous revenues and selling & marketing, program sales and joint venture expenses.

Message from the Chair



Guylaine Saucier

In a decade of tumultuous change for CBC/Radio-Canada, 1998-1999 stands as a pivotal year.

The Board approved a comprehensive strategic plan put forward by CBC management – a plan that supports the principles of public broadcasting by giving it renewed purpose, direction and distinctiveness.

CBC Television moved towards greater Canadian content than ever demonstrated once and for all that when it comes to television programmin and "made-in-Canada" are indeed synonymous.

A potentially crippling strike was settled and all parties re-dedicated their the task of delivering excellence to our audiences. This excellence is made the artists and artisans of the CBC who display in all that they do, their outstanding creativity, their dedication and, most especially, their enduring commitment to of public broadcasting. Our partners, from independent producers to affiliate mindispensable to the achievement of CBC's goals.

To round out this important year in the Corporation's history, 600 Canadian in 11 cities participated in an unprecedented public consultation held by the Chibathe CBC's future in view of its licence renewals. The verdict was overwhelmine expressed passionate support for CBC. Presenters called the CBC "an essential the glue that binds the country," "a close friend for rural and isolated "helping the disabled and the sick and in times of crisis."

Presenter after presenter underscored what our history, our current role and strategic direction have forged into an accepted truth: that the CBC is the of Canada.

In my years as Chair of this organization, I have never been so proud of what colleagues have accomplished, or as deeply convinced of the importance of the to the Canadian experience, as I was in reading this testimony

I am more convinced than ever that our strategic plan is on target, and the emphasis on strengthening that which sets us apart from private broadcasters brings Canadians together while celebrating our diversity, and which builds a stipplatform for homegrown talent and for Canadian culture, is the right one

This does not suggest that the strategic plan is a confining definition of the future. Indeed, the CRTC consultation process itself, and other ongoing an infeedback mechanisms, will help CBC adjust certain aspects of its operations to be serve the needs and expectations of our viewers and listeners. At its core, help plan represents fundamental commitments to our audiences and to our mandate up the Broadcasting Act.

What are those commitments?

The CBC provides programming that is distinctly Canadian, bringing Canadiand the world to every region of the country, and in turn gives every region the chance to be heard by the others. Canada is multi-faceted, and our public airwayes must reflect

The CBC is mandated to provide a wide range of programming that intorns, enlightens and entertains. Through its English and French operations from coast to coast, the CBC links Canadians throughout the country. We broadcast in English. French and eight Aboriginal languages. No other broadcaster has the mandate, infrastructure or motive to reach all Canadians. No other broadcaster has devoted so many resources to ensure Canadians see a reflection of themselves and the rest of the world on their airwaves.

The importance of our commitment to the regions – and particularly to Canadians who live outside large cities - which translates to close to 40% of all our expenditures is underscored by the fact that 43% of viewing of CBC's English Television is from households without cable. When one considers as well that CBC is one of Canada's main vehicles for transmitting Canadian culture, and that the vast majority of content carried by cable is American, the importance of our pan-Canadian commitment comes sharply into focus.

Another important commitment is to an independent CBC. Numerous presenters at the CRTC consultations referred to the independence of our news and information service as an important facet of Canada's democratic heritage, while others stated plainly their desire for the CBC to remain politically independent and at arm's length from government. To these individuals and to all Canadians, we commit to maintaining the highest standards of journalistic integrity and fairness, and to maintaining our independence as a public broadcaster that has been a CBC hallmark since its inception. An independent CBC is not only what Canadians demand, it is what allows us to be considered the gold standard in broadcast journalism around the world.

We are committed to finding, nurturing and celebrating Canadian talent performing artists, journalists, technicians, producers and directors - in every corner of our country and in every culture and language group. Through new radio services in communities such as Victoria, BC, Trois-Rivières, Quebec, and Cambridge Bay in the Arctic, we give local talent a platform for expression. Through Canada-wide music and literary competitions and awards celebrations, we encourage emerging talent and give them an electronic stage.

But we are not content to offer only a Canadian stage. Increasingly, the CBC is bringing our cultural treasures onto the global stage, so that our stories can be told not only among ourselves, but to the world as well. Canadian culture can, should and does have an international following. The strong presence of Canadian musicians, actors and directors - performers in ceremonies like the Grammy Awards and the Academy Awards - underscores this reality. But to reach that world stage, our culture first must have a Canadian audience.

The CBC is committed to providing Canadians with a wide array of quality programming, using emerging communications technologies that provide us new ways to reach new audiences. The CBC of tomorrow must be available and relevant to all Canadians, wherever and whenever they choose to consume media, whether through our main services, specialty channels, or through new media. To that end, we applied to the CRTC in 1998 for four additional French-language specialty channels that would allow us to exercise our mandate more widely. Like Newsworld and RDI before them, each one of these specialty channels would be financially self-sustaining and would add immeasurable value to CBC's range of services.

In February of this year, we sought permission from the CRTC to create an all-news French radio and Internet service called InfoRadio. We also applied to the CRTC for the creation of Radio Three, a national youth radio network in English that would provide a forum for young Canadians to share their music, their issues, their ideas and their dreams. The approval of these applications would fill the gaps in our country's broadcasting system. As a public broadcaster, it is our role to fulfill these needs. Our commitment to innovate naturally includes a presence on the Worldwide Web. We have already established a secure foothold, in French and in English, thereby staking out an important piece of territory for Canada in a medium where Canadian voices risk being submerged.

Taken together, these commitments are the CBC's response to those who have placed their trust in us to champion Canadian culture, to nurture Canadian talent, to help define Canadian values and to strengthen Canadian democratic traditions. The Board, the management and employees of the CBC are deeply honoured by this trust and we will do our utmost to earn it far into the next century.

On behalf of the CBC's Board of Directors, I would like to express our profound appreciation for the efforts of President and CEO Perrin Beatty, who is stepping down after close to five years of service to the Corporation. During his tenure, Mr. Beatty has guided the CBC through a complex and difficult restructuring and has been instrumental in forging a renewed vision through our strategic plan. He has been a strong advocate of public broadcasting in this country, and we look forward to his continued support in the years to come.

Guylaine Saucier, C.M., F.C.A.

.. Chair of the Board

The Board of Directors 1998-1999

In accordance with the Broadcasting Act, the Board of Directors is responsible for the management of the Corporation. The Board is made up of 12 members, including the Chair and the President and

Guylaine Saucier, C.M., F.C.A. Chair Montreal, Quebec 2+, 3+, 4, 5+, 6

Hon. Perrin Beatty, P.C. President and CEO Ottawa, Ontario 2, 4, 5

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Thompson MacDonald * Calgary, Alberta 2, ++

L. Richard O'Hagan Toronto, Ontario 1, 2, 6

James S. Palmer, C.M., Q.C. Lawyer and Chairman Burnet, Duckworth & Palmer Barristers and Solicitors Calcary, Alberta 2. 3

W. Thomas R. Wilson President and CEO Oceanic Adventures International Toronto, Ontario 2. 3. 5. 🌣

Committees of the Board

- Audit Committee
- Standing Committees on English and French Language Broadcasting
- Nominating and Governance Committee
- 4 Human Resources and Compensation Committee
- Transformation Committee
- Advisory Committee to the Chair on Relations with Stakeholders (new committee as of November 1998)
- * CBC Pension Board of Trustees
- + Committee Chair
- New Board Member. September 1998
 - Term ended in March 1998, replaced in September 1998
- * Term ended in September 1995

Improving Corporate Governance

As part of the new governance framework being put in place, the Board has focused on providing increased accountability pertaining to decisions made in carrying out the mandate.

This year, due in part to the arrival of many new members, the Board's activities focused primarily on consolidating its corporate governance. During the course of the year, the Board ensured that Treasury Board Guidelines on the Corporate Governance of Crown Corporations were respected.

Approval of the Strategic Plan

CBC's Board of Directors undertook last year to fulfil its primary duty according to the first of Treasury Board's guidelines, which states that "the Board of Directors of every Crown Corporation should explicitly assume responsibility for the stewardship of the Corporation. This stewardship includes approving the strategic direction and corporate plan of the Corporation." The Board approved the new strategic plan of the Corporation and the related action plans and is now monitoring their implementation. The CBC's new strategic plan, called Our Commitment to Canadians, identifies the challenges facing the Corporation, refines the CBC's mission, sets major priorities, commits the Corporation in twelve key areas, and includes performance indicators.

Strategic planning is now an ongoing process to be discussed regularly by the Board and management.

CBC Licence Renewals

As part of its strategic plan, the Board participated in the review and approval of the licence renewal applications that were presented to the Canadian Radio-television and Telecommunications Commission (CRTC).

Communications

The Board has approved the Corporation's strategy to improve communications with the Crown other stakeholders and the public, especially in support of the Corporation's new strategic plan

Evaluation of the CEO's Performance

The Board reviews the President and CEO's performance against the established duties and objectives agreed to by the Board and th CEO at the beginning of the year. This process is now fully enshring in the governance process. The President's term expired in March 1999 and was renewed until September 1999. The CEO indicated that he would not seek a renewal of his term at expiry. Accordingly, the Board is monitoring the development of a transition plan to ensure a smooth and proper transition to the new CEO.

Composition and **Evaluation of the Board**

According to guidelines, and in inticipation of future vacancies, the Board has an opportunity to suggest to the Minister the type of expertise which would be beneficial to the overall composition of the Board. Over the past year, advice was provided so as to reflect different regions and diverse communities. and to ensure that the range of expertise on the Board is balanced and relevant. Three new Board members were appointed during the year and two Board members' terms were renewed.

Orientation of **Board Members**

The Board is sensitive to the importance of giving its members the orientation and information they need to properly fulfill their obligations. In light of the important number of newcomers. special orientation meetings with management, dealing with the main operations of the Corporation, were held. More are planned in the new year.

Board Committees

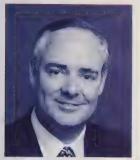
To conduct its business in the most efficient manner, the Board relies on a number of committees. In 1998-99, an Advisory Committee to the Chair on Relations with Stakeholders was created. consistent with the new strategic plan. All new members of the Board were given a role on at least one committee.

CBC Pension Board of Trustees

Two CBC directors, Thomas Wilson and Michelle Courchesne, also sit on the CBC Pension Board of Trustees, which ensures compliance to Corporate Governance rules of the Pension Fund. More details can be found in the CBC Pension Fund Annual Report (see address on last page).



Message from the President and CEO



Perrin Beatty

This is my final report as President of the CBC.

Our shareholders, the Canadian public, deserve to know whether their investing of nearly \$900 million a year in their public broadcaster has been prudently managed and whether they have received value in the programs and services we provide. It shareholders are also viewers and listeners. They also have an ongoing relationship CBC as a public broadcaster, and with our programs and personalities, that is and different from their consumer relationship with private broadcasters. So it report I will address the plans we have laid to reinforce that relationship in

The last four years have been enormously challenging for both the CBC and a employees. That we have overcome unprecedented challenges with so little in on our audiences is a credit to the thousands of dedicated and creative staff consistently, in the best CBC tradition, put the interests of the Canadian public their own.

For the first three years of my mandate we wrestled with potentially devastating of in the Corporation's budget from the government. Coupled with other cost increas our financial shortfall more than doubled to over \$400 million per year. In addition, new channels, open borders, copyright reform, industry convergence and audience fragmentation dramatically changed our marketplace.

The CBC met the challenges head on, and accomplished a massive corporate turnaround. We simplified and streamlined the CBC from top to bottom. We reduce administrative and managerial personnel to the point of bettering private sector benchmarks, shrinking corporate management costs to just over one cent on the

But more importantly, we did it without closing any station, or dramatically reduservice. In fact, we went back into Alberta where we had consolidated our supper-housescasts a few years before and re-established separate programs in Calgary an I Edmonton. Our proudest accomplishment is that we Canadianized English TV prime time, replacing 200 hours of American shows a year. Francophone Newfoundlanders now have a supper-hour news program based in Atlantic Citicals, teste and etting the supper-hour news from Montreal. Radio One now serves listeners 24 hours a day through the addition of CBC Radio Ovemight which provides the best programming from around the world. We opened a new radio station in Victoria, and new bureaus in London, Trois-Rivières and Sherbrooke, and on the Arctic Circle in Cambridge Bay. We reinforced and rebuilt our Internet service in both languages.

Two particularly reassuring and heartening situations occurred this past year. First, despite growing competition, our audiences for all services have largely remained stable. Certainly our public has not turned away.

Then, for nine days in March, in 11 cities across the country hundreds of Canadians from all walks of life took the time to tell Canada's broadcast regulator how important they felt public broadcasting in general was, and the CBC in particular. The vast majority of Canadians who participated in person, by letter or, in the case of the North, by teleconference, were the kind of typical Canadian listeners and viewers who form the mainstay of both private and public broadcasting in this country, the millions of Canadians who have an amazingly proprietary interest in "their" CBC.

Their complaints and compliments ranged from predictable to poetic. In Vancouver, a resource economist from Bowen Island described Canada's national broadcaster as "the candle that illuminates the very corners of this country and the very soul of Canadians." A rural physician from the west coast of Newfoundland drove eight hours across the province to lament to a St. John's panel that weak radio signals in his area deprived him of CBC Radio Two. A Winnipeg homemaker described the CBC as an educational lifeline for thousands of Canadians who stay home, either by choice or by necessity. "I am a firm believer in lifelong learning," she said, "and the CBC, both radio and television, continues to be part of my university."

The message delivered by that cross-section of Canadians is clear and eloquently simple: wherever we live, we have a right as taxpayers and shareholders to enjoy the same CBC services. And we want more, not less CBC.

The response in our strategic plan is clear. It sets ambitious goals for the CBC's future which clearly square, not only with our legislated mandate, but also with the desires of the vast majority of Canadians.

We will continue to Canadianize our TV schedules – with distinctively, conspicuously Canadian programs, not programs made in Canada for sale in the United States. CBC will push the envelope – it always has – but it will not become an elitist service.

We will preserve and develop our unique non-commercial radio services. These remind us what it is to be Canadian and we have no intention of diminishing these electronic companions which garner such affection and loyalty from Canadians everywhere.

We will strengthen our distinctive presence in the regions. We will not retreat to the confines of narrowly specialized services. Canadians expect the CBC to present more than a view from the top of Mount Royal in Montreal or the CN Tower in Toronto.

We will also continue to provide Canada's premier news and information service, one which over and over again has been shown to be the most trusted source in Canada. As Canada's largest news organization, the CBC's news service employs more than 800 people and is the only service with a major presence in both languages in cities across Canada, as well as abroad. And we continue to fiercely guard the independence of CBC news from every kind of partisan influence.

We will build bridges between French and English cultures and communities. Operating the only national organization that broadcasts on radio and television in those two languages is a responsibility that the CBC takes very seriously. As Canada enters a new century, CBC English and French Television will air the series Canada - A People's History – an unprecedented 30 hours of programs produced in English and French that, for the first time, offers a common interpretation of our history.

We will continue to play a leadership role in new media and new technology. Of all the adventures the CBC has embarked upon, few have been more personally satisfying than CBC's successful and pioneering foray into new media. There is not a shred of doubt that the CBC belongs indeed, will thrive in this new medium. We intend to be Canada's web site. Already, our sites in both languages are a hugely appreciated resource of unique information and entertainment content for adults and children, and of streamed audio and video of national and regional news.

So that is our broad outline of a CBC for the next Millennium. A strong, proud Canadian institution.

I have been privileged to lead this institution that for more than six decades has been in the service of the Canadian people and of the idea of Canada. CBC was founded at time when there was an underdeveloped national consciousness, and a paucity of cultural or informational connections between Canada's isolated parts. The first radio service was also designed to give Canadians their own voice when powerful U.S. border stations were threatening to dominate our airwayes.

I have become increasingly convinced during the last four years that nothing has rechanged, only that the power of the entertainment industries and their technologic continue to threaten to make our border a geographical artifact. The need for a public broadcaster whose mission is to link the country with Canadian information and stories is as indispensable today as it was 60 years ago.

Why? Perhaps because, in a way, CBC is one of the few great works of Canada that is still more or less intact.

I leave after four challenging but decisive years, convinced that a 21st century, full-service, fully Canadian CBC is needed today more than ever, and in this I know CBC has the support of the majority of Canadians.

Perrin Beatty, P.C. President and CEC

A Refined Mission

While the CBC's mandate remains constant and well defined, the way in which the Corporation carries out its duties must evolve in step with the evolution of the broadcast industry, the impact of globalization and the changing habits of Canadians. In 1998-1999, a strategic plan to guide the CBC into the new millennium was crafted with input from Canadians by means of the CRTC's public consultations undertaken in March in 11 cities across Canada. and through ongoing dialogue involving all components and the Board of Directors. The CBC's core competencies, strengths and weaknesses were examined and challenged so as to develop the optimum plan. The results are expressed in our strategic vision titled Our Commitment to Canadians which was presented to the CRTC as part of the licence renewal process. The strategic plan is based on a set of key priorities, redefines the CBC's mission for the new millennium and undertakes a number of important commitments.

The Priorities

Throughout the strategic planning process the CBC was guided by a number of simple yet powerful

- a determination to maintain and deepen the CBC's regional roots;
- · a commitment that the CBC's programming will be pan-Canadian;
- continuing the revitalization of CBC's English relevision;
- CBC's news and information services will set the standard tor Canadian journalism;
- opening the CBC's corporate culture to respond to the new environment.

The Mission

As Canada's public broadcaster, the CBC provides services in English and in French, and is accountable to all Canadians. The CBC

- tells Canadians stories reflecting the reality and the diversity of our country:
- informs Canadians about news and issues of relevance and interest:
- · supports Canadian arts and culture:
- · builds bridges among Canadians, between regions and the two linguistic communities.

The Vision

The CBC will reflect the strength of our country's past, the promise of our future, and the remarkable regional and cultural diversity of our people. The CBC's news and information programming will be acclaimed for the highest possible standards of excellence. professionalism, credibility and accountability. To enable Canadian expression to flourish and to prosper in the next century, we will create a stimulating and distinctive programming environment in English and French, delivered to Canadians across a wide range of platforms, through new costeffective services and strategic partnerships.

The Commitments

The CBC is accountable to each and every Canadian. As we enter a new period of our history, we have set out a clear set of commitments to guide our actions. Many of these commitments are already being implemented and others will be launched in the near future.

The CBC will:

- Provide programming of interest to all Canadians
- 2. Provide a pan-Canadian reflection throughout our programming
- 3. Strengthen our distinctive presence in the regions
- 4. Revitalize English Television through Canadianization
- Provide Canada's premier news and information service
- 6. Support French language and culture throughout Canada
- 7. Build bridges between French and English cultures and communities
- 8. Champion Canada's arts and culture
- Develop a constellation of new services to better respond to Canadians
- 10. Play a leadership role in new media and new technology
- 11. Adapt and open up the corporate culture
- 12. Provide a view of Canada abroad

Throughout its history, CBC has evolved, adding services, rebalancing schedules, and responding to wide fluctuari in the finances. However, the minuthat have guided its role is broadcaster—a determination tell Canada's stories, a respect fits audiences, and a committo quality—have remaind funchanged. They will committee everything the CBC as it accompanies Canadiana in a new millennium.



Transforming the Corporation

A key goal for the CBC was the task of renewing the organization and opening its corporate culture to respond to a new business environment. The Corporation started the regeneration process by introducing a management framework that supports efficiency, transparency and communication. This has meant giving line managers more authority and accountability.

Getting Ready for a New Century

CBC is no different from other organizations and businesses around the globe in preparing systems for the technological challenges anticipated in the new century. The Corporation took various measures to address the issue of the Y2K challenge. A multidisciplinary team was established to oversee the CBC's entire Year 2000 changeover process. External consultants were also enlisted to add their expertise and support to the project. To keep Canadians informed of CBC's efforts and progress with regard to the Y2K issue, CBC also features Y2K information on its corporate web site.

designated the CBC as a missioncritical organization, and as one of its responsibilities, the CBC provides the government with detailed Y2K progress reports. Summaries of these reports can be viewed at cbc.radio-canada.ca.

Changing Systems

Early in 1999, the CBC completed the final stages necessary for the switch-over to a new business system called S.A.P. (Systems, Applications and Products).

One of the key features of S.A.P. is its ability to link all parts of the organization, thus making financial information more transparent. Financial work within the Corporation will move faster, and managers will be better able to track their transactions and conduct sophisticated analyses of their department's changing financial picture.

Information Technology

Without question, the major focus of attention for 1998-1999 has been the complex and vital work done to prepare the Corporation's Information Technology (IT) systems for the arrival of the Year 2000. This work has been carried out by a dedicated IT "Y2K" team, working in conjunction with other CBC components.

In the 1998-1999 fiscal year, IT continued its implementation of Avid News - digital editing and production system for news throughout the various media components. This follows a corporate decision made in 1994 to replace the out-of-date, CBC-developed INFO software with a commercially available. off-the-shelf system.

In order to facilitate the rollout of several key applications in 1999, IT replaced its call-tracking systems with the "Remedy" software to log and track support calls. The benefits include a bilingual interface, workflow management, integration with the new e-mail system (Group Wise), Y2K compliance, and a web interface which will eventually allow users to inquire about the status of their support calls.

New Human **Resources Processes**

To support the management team and increase productivity, the CBC continued to revise processes for managing performance, including refining the job evaluation process and a review of the compensation structure and practices for management and APS (Association of Professionals and Supervisors).

The Performance Management Cycle, which was introduced successfully to CBC's Senior Management Group, was applied to the Management and APS category in 1998-1999.

Collective Agreements

The Collective Agreements in the English file all expired through the year. Collective Agreements were renegotiated successfully with both the Production Unit of CMG (Canadian Media Guild) and the Administrative Unit of CMG. The Agreement with CEP (Communications, Energy and Paperworkers Union) was reached after a 6-week strike. The new English file collective agreements. signed in the spring of 1999, reflect CBC's operational realities and will continue to permit more efficient use of resources. All collective agreements are in place until 2001.

In the French file, one collective agreement was renegotiated successfully with the Syndicat des communications de Radio-Canada (Production Unit) and signed in June 1998. This agreement is valid until June 2001.

CBC Workforce - As of March 31

	1998	1999	Variance	0
Regular	6,728	7,017	289	4.3
Temporary	588	633	45	7.7

Note: The increase in staff is due to fixed term special projects such as Evolution and the Archives

Employment Equity

The advancement of Employment Equity goals throughout the Corporation in 1998-1999 was evidenced by the initiatives that took place in virtually all CBC locations. For example, the Help Fund supported 26 projects in which designated group members were provided with internships and on-the-job developmental assignments in production, technical and journalistic roles.

At the network level, Toronto and Montreal began to build inventories of individuals from diverse backgrounds and expertise who could be called upon to comment on-air on a wide range of topics.

Employees benefitted from the Accommodation Policy through the provision of flexible schedules, part-time/job-sharing opportunities, attendant care services and workplace adaptation, including the purchase of special equipment to perform job responsibilities more easily.

Environmental Practices

The Broadcasting Environment

Television

In recent years, the number of specialty and pay TV services in Canada has grown considerably, To counteract this situation, several undertakings have reacted by creating new services or submitting purchase or merger proposals. These strategic initiatives are also indicators of the need to take advantage of the effects of synergy and streamlined operations, in addition to the benefits arising from the amortization of program costs among several services. The trend nowadays towards consolidation

Specialty television services continued to increase their audience share, along with their share of advertising revenue. There are now 64 Canadian specialty services, comprising 49 specialty television services and 15 pay TV services.

Though cable services seem to have reached the limit for services distributed in analogue mode, several applications for licences are still awaiting carriage or awaiting a decision from the CRTC. At the same time, the cable industry has begun its switch to digital distribution, which means there will be more channels on offer for distribution by means of television signal compression. This is parallelled by the development of direct satellite broadcasting and new microwave distribution services, giving rise to new competition among distributors.

Radio

Private radio has also undergone result of the relaxation of CRTC policies respecting joint ownership. Following a decade of financial difficulties, a clear improvement and marked economic recovery may be noted in the situation of private broadcasters.

Digital Services

In 1998, the CRTC published its regulatory framework governing the allocation of digital broadcast operating licences to Canadian broadcasters for a transitional period of three years.

The CBC will continue to work in close cooperation with private broadcasters on the development of digital radio services. Currently, there are 19 digital radio stations operating in Toronto and six stations in Vancouver, including three CBC radio services in either location. In Montreal, digital radio is expected to be launched in the summer of 1999.

The first phase of digital television implementation in the United States is going well. It is already implemented in more than 30 urban U.S. centres. In Canada, a cooperative effort by the private and public sectors to implement digital television will keep pace with the introduction of digital television sets and competitive forces. The CBC intends to take an active part in such developments with private television broadcasters.

New media

Internet penetration is continuing to make lightning progress. In Canada, Nielsen Media Research estimates that, by the summer of 1998, 41% of anglophones and more than 30% of francophones already had access to the Internet, and that over 26% of anglophone adults and 15% of francophone adults lived in households with subscriptions to Internet services.

The CBC's strategy is to develop along with its audiences by making its programs and content available to all Canadians by the largest number of means possible.

The Regulatory Environment

The year 1998-1999 has been an important one on the regulatory horizon. Over the course of the year, the Canadian Radiotelevision and Telecommunications Commission (CRTC) conducted two major policy reviews of the Canadian broadcasting industry. The first review examined the role of private radio in Canada. As part of that process the Commission revisited the Canadian content regulations for radio, nearly 30 years after they were first promulgated. In new policies announced in April 1998, the Commission lifted longstanding restrictions on the ownership of multiple radio stations in the same market at the same time as it both reaffirmed its commitment to, and strengthened the requirements for, Canadian musical content in radio.

The second review focussed regulatory attention on Canadian content policies for television. The Corporation participated in this process by filing both a written submission and making a presentation at public hearings conducted in the fall of 1998. The Corporation's position centered on the importance of Canadian audiences having access to high quality Canadian programs, particularly in key viewing periods of the day, and on the role the CBC plays in the Canadian broadcasting system now, and will continue to play to provide Canadians with such programs in the future. The Commission's deliberations were still underway at the end of the current fiscal year.

CBC Licence Renewals

Much of the Corporation's regulatory activity this year has been taken up preparing for major licence renewal hearings by the CRTC. These encompass the English and French radio and television networks, the owned and operated television stations of CBC, and Newsworld and RDI. The Corporation will appear in support of its renewal applications at a public hearing to be held in Hull, Ouebec. beginning May 25, 1999.

Extension of Service

During the course of the year, the CRTC approved applications by the CBC to move a number of AM stations to the FM band. The CBC implemented these authorizations mostly in 1998: CBF (La Première Chaîne) and CBM (Radio One) in Montreal, CBL (Radio One) in Toronto, and CBV (La Première Chaîne) in Ouebec City. CBI Chicoutimi (La Première Chaîne) was switched early in 1999. The CBC has filed these applications to overcome the difficulties in receiving these stations and in reaching the majority of listeners who do not listen to AM radio.

The CRTC also approved applications to extend Radio Two and La Chaîne culturelle. The CBC has implemented La Chaîne culturelle over two FM transmitters in Northeastern New Brunswick and will implement Radio Two in Paris, Ontario. The CBC has filed several other applications to extend these two services in 1998-1999 and will file more in 1999-2000.

In November 1998, the CBC filed an application to extend La Première Chaîne service in Victoria, British Columbia, with the programming of CBUF-FM. Vancouver. The application will be heard at the CRTC

new transmitters in Cambridge Bay and Kugluktuk, to broadcast the programming of CFFB Igaluit, Nunavut on April 1, 1999. These of CHAK Inuvik, Northwest

New Radio Network Services

In September 1998 the Corporation filed a proposal with the CRTC for a French language radio network to be known as InfoRadio, to provide news and information programming 14 hours a day to radio audiences in Ouebec, New Brunswick and Eastern Ontario over transmitters located in each of those provinces. The InfoRadio application was considered by the CRTC at its February 15, 1999 public hearing in Quebec City. A decision on the InfoRadio proposal is expected in June 1999.

In October 1998, the Corporation also filed applications with the CRTC proposing the establishment of Radio Three - a new Englishnetwork service. This unique niche radio service would provide music and other programming designed specifically to appeal to a younger audience, which is not currently adequately served by either commercial or public radio

French-Language Specialty **Television Services**

In December 1998, the CRTC considered four applications by the CBC to operate new Frenchlanguage specialty television services. The Réseau des arts, the Réseau de l'économie, the Réseau de l'histoire and Télé classique each feature private sector partners teamed with CBC to provide these specialty services. For example, the Réseau des arts has as partners the Franco-German cultural network La Sept ARTE and Bell Satellite. It would provide Canadians with the best French language cultural programming from here and around the world. At the end of the fiscal year covered by this Annual Report, the CRTC's decision

English-Language Specialty Television Services

Two English language applications. for services that would be known as Land & Sea and The People Channel, have not yet been considered by the CRTC. In February 1999, the CRTC initiated a public process to establish a new licensing framework for pay and specialty television before proceeding to the licensing of additional English language specialty television services. The Commission has announced that once the review is completed, it will proceed hearing the applications that are currently on file. It will also hear any new proposals other interested parties wish to make, in light of the revised regulatory requirements that may be instituted as a result of the current review.

Programming Highlights

Since its inception,
the CBC has been
renowned at home
and throughout
the world for
the relevance
and excellence
of its programs.

CBC programming is unique in that it reflects.

Canada as a whole.

meets regional needs and contributes to cultural expression and shared national consciousness and identity.



English Radio

This year has been one of consolidation, after major changes to the CBC Radio One and Radio Two schedules in the 1997-1998 season. Throughout the year, every effort was made to ensure that CBC Radio remains fully rooted of Canada, supporting Canadian music and spoken word performers and providing the highest quality of news and information to Canadians.

Schedule Changes, **Maintaining Quality**

On CBC Radio One, two programs offering a showcase for new contributors to English Radio were expanded. Out Front moved to five weeknights per week in the slot following This Morning... Tonight Global Village moved to a regular Saturday evening slot.

Morning and Richardson's Roundub. introduced the previous year, continue to improve and expand the range of programming

On CBC Radio Two, new programs were introduced on weekdays. Popular host, writer and musician Tom Allen now starts the day for CBC Radio Two listeners with Music and Company. After the work day is done, Danielle Charbonneau hosts Music for a While. Two new weekend programs introduce a wide range of old and new music: Collector's Corner, with James Manishen and Pearls of Wisdom, with David Wisdom.

On CBC Radio Two, there was a major increase in the amount and range of arts journalism, from both network and regional standpoints.

There have also been a number of high profile specials this past

- As It Happens: Thirty Year Anniversary. November 17, 1998:
- · Radio News: Russia in Crisis, The Winter of Tears, January, 1999;
- A Certain Age: Specials on Older Canadians. February 1-5, 1999;
- Canadian Literary Awards: February 9, 1999;
- This Morning: 50 Years of Newfoundland in Confederation, March 31, 1999;
- Music and Company: Great Pianists of the 20th Century. January-May, 1999.

Regional Reflection

English Radio is deeply rooted in the communities and regions of Canada. It reflects them both to themselves, and to the country as a whole. This is one of English Radio's greatest strengths and most distinctive features. Over 85% of the CBC Radio schedules consist of programming either produced in the regions or directly reflecting

New bureaus were opened this past year in London, Ontario and in Victoria, B.C., fulfilling a longstanding promise to the people of southern Vancouver Island.

Also this year a new bureau was opened in Cambridge Bay, in the new territory of Nunavut. English Radio provided northerners and all Canadians with extensive coverage leading up to the creation of the new Nunavut Territory.

Today, English Radio is present in 48 locations from coast to coast. Thirty-seven of these locations originate programming for a local audience.



World at Six Radio One



The Arts Today and Writers & Co. Radio One



Definitely Not the Opera Radio One



World Report Radio One and Radio Two



Music and Company Rudio Two



Music for a While Radio Two

Cross Cultural Initiatives

Programs like C'est la vie, a weekly current affairs program on francophone issues, and the longrunning, A Propos, showcasing francophone music for Englishspeaking audiences, are the key means by which English Radio promotes greater cross-cultural expression and understanding. Recently there has been an increase in new contributors from French Canada to our popular morning program feature, Commentary. Last year, high-profile bilingual French Radio host, Danielle Charbonneau, took on the hosting of CBC Radio Two's new evening classical disk program, Music for a While. Current affairs programs present regular reviews of francophone press coverage of major national issues.

Meanwhile, English Radio programmers have collaborated extensively with their Radio-Canada counterparts on several drama co-productions, including parallel treatments of the same story in both languages, as well as some bilingual experiments. And there is an extensive exchange of concert material between CBC Radio Two and La Chaîne culturelle.

Data bases of bilingual producers and journalists have been prepared, and staff exchanges have been initiated between English and French Radio.

Showcasing Canadian Talent

The commissioning, presentation, production and broadcast of original performance programming is a key element in the mandate of English Radio, and a key aspect of its distinctiveness from other Canadian radio broadcasters. At the present time, a total of 60 hours a week of original performance programming

is broadcast on English Radio: 13 hours on Radio One, and 37 hours on Radio Two. Regional performance programs are produced in multiple locations, contributing another 10 hours per week.

Last year, English Radio presented approximately

80 orchestral broadcasts. In addition, we presented some last season.

Schedule Breakdown by Program Types

CBC Radio One News Regional Programs Current Affairs/Features Music/Arts Spoken Word Performance

CBC Radio Two

Music/Arts

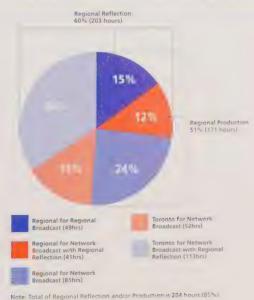
News

Regional Programs

Spoken Word Performance

Note: Based on a typical week of 168 hours, 1998-1999 season.

CBC Radio One and Two: Regional Reflection & Production



Note: Total of Regional Reflection and/or Production is 284 hours (85%) Source. CBC English Radio full week schedule analysis

CBC English Radio is the only significant producer and supporter of radio drama and other spoken word performing arts on Canadian radio. In 1998-99, English Radio presented drama episodes, most of them by Canadian writers, and all of them with Canadian casts. English partnerships with the Stratford and Shaw Festivals to present semistaged performances and readings for public performance and broadcast. Another partnership with public radio broadcasters around the world provided the opportunity for Canadian authors and actors to be heard by a worldwide audience of some seventy million people.

and developing future generations of Canadian talent, English Radio and its partners mount four regular talent competitions. Literally thousands of Canadian artists participate in these competitions each year. The competitions are:

- National Competition for
- National Competition for Young Composers;
- National Competition for Amateur Choirs;
- The Canadian Literary Awards. Network programs like The Arts Report, The Arts Today, Writers and Company, Take Five, In Performance and Definitely Not The Opera regularly interview, preview, review, profile and discuss the work of Canadian artists in all genres. Regional weekday and weekend programs do the same for artistic activity in their individual parts of the country.

Audience Shares of CBC English Radio

	Fall	Fall	Fall	Fall	Fall
	1994	1995	1996	1997	1998
	%	%	%	%	%
Radio One	7.5	7.8	8.0	7.7	7.7
Radio Two	3.3	3.3	2.9	3.0	3.3
Radio One and					
Radio Two	10.8	11.1	10.9	10.7	11.0

Note: Based on Anglophone listening in areas serviced by a CBC station.

Source: CBC Research (BBM)

Audiences

For the past five years CBC

The fall 1998 BBM ratings showed the combined share of listening to Radio One and Radio Two was up 0.3 point from the fall of 1997, at 11%.

Radio One captured a 7.7% share of the anglophone audience aged 12 plus, while Radio Two obtained a 3.3% share.

services - the total number of people who listen over the course of a week - has risen to 3.7 million Canadians, a record high.

Strategic Directions

English Radio has identified two key objectives in the coming year. First, English Radio has set targets to attract larger, more diverse and representative audiences to Radio One and Radio Two. Secondly, English Radio hopes to secure a licence for a third national network. Radio Three will serve young Canadian listeners who are currently underserved by public broadcasting in this country.

French Radio

The year 1998-1999 was a turning point for French Radio, This was the year it went from managing downsizing to managing development.

New services such as InfoPlus, Micro Radio, Radio 16 and the opening of the Radioboutique helped make French Radio more dynamic and more visible. consolidated the leadership of public radio as a producer of content and extended its coverage.

In 1998, the applications for digital radio licences were approved by the CRTC, and the stations in Toronto and Vancouver began digital broadcasting in November. They will be followed very shortly by Montreal, where a training centre now affords production and technical employees an opportunity to try out complementary applications.

Schedule Changes and Specials

Some new shows were aired this year on the Première Chaîne:

- Beau comme le monde, with Ariane Émond, a program from Toronto on which Canadians from across the country tell their stories:
- Un p'tit air de samedi soir, hosted by Chantal Jolis and featuring performers and writer-composers;
- Y en aura pas de facile, the daily sports news, with delivery and comments by Jean-François Doré;
- · Le Monde aujourd'hui, a major review of the daily news with Michel Lacombe;
- Ce soir aux refrains, tributes to the great singing names no longer with us, hosted by Monique Giroux.

Since the beginning of 1999. C'est bien meilleur le matin, the early morning show broadcast in the greater Montreal area, has gone on the air beginning at 5:15 a.m. so as to better serve an audience required to rise ever earlier in the morning on account of urban sprawl.

French Radio News and Information produced some major specials, including coverage of the Quebec provincial elections, hosted by Raymond Archambault (November 1998), the avalanche at Kangiqsualujjuaq (January 1999) and the creation of Nunavut (March and April 1999), the last two covered by Marie-Paul Rouleau.

Programming on the Chaîne culturelle was also enhanced by some new shows:

• In music, three new daily programs: Sophie Magnan combines news and music (Les Bonheurs de Sophie): Georges Nicholson (Nicholson) offers his personal morning musical

- selection; and Carole Trahan while listening to commentaries
- · Saturdays, Mario Gauthier creations on L'espace du son.
- In culture, Sans frontières presents of interest; citizens talk about
- · Finally, thanks to a new

Schedule Breakdown by Program Type

Première Chaîne	
Music	30
Regional Programs	22.5
Spirituality, Reflection,	
Science, Economy, Youth	16
Current and Public Affairs	14.5
Culture and Society	13.5
Sports	3.5
Chaîne culturelle	
Music	80
Culture	15
Literature, Theatre, History, Cinema	
News	

Note: Based on a typical week of 168 hours, fall 1998.

Reflecting the Regions and the Francophone World

In addition to numerous specials. the two networks once again this vear broadcast regular programs from French Radio's 16 regional stations, for instance:

- from Moncton: Bande à part:
- from Chicoutimi: La couleur
- from Quebec City: Les Bonheurs de Sophie, De Limoilou à Tombouctou. D'un soleil à l'autre and Nuits blanches:
- from Ottawa: Les Petits Matins, Tournée d'Amérique and Concert aux Beaux-Arts:
- from Toronto: Beau comme le monde:
- from Windsor: Au détroit de la nuit:
- from Winnipeg: Anglosong:
- from Vancouver: Le Monde à Lanvers, Néo géo, Ici Vancouver and Silence... on jazz! Some 15 new programs

strengthened our ties with the new morning shows in Chicoutimi. Rimouski, Ottawa and Toronto: a weekly public affairs magazine in Ottawa on Sundays; a daily service program in Edmonton; an afternoon program with in Winnipeg in cooperation with the other western stations.

Cross-cultural Programming

An ever-increasing share of the schedule is dedicated to cross-cultural programming. Here are some examples:

 every Saturday evening, CKSB in Winnipeg presents Anglosong on the Première Chaîne. Hosted by Suzanne Kennelly, this program takes a look at anglophone musical culture for francophone listeners;

- De bouche à oreille, from CBSI/Côte-Nord, offers a monthly feature on Innu traditions:
- CBKF-Regina presented traditional holiday songs in six Ukrainian, German and Italian):
- as it does every year, CIBC in Toronto adapted some 40 concerts taped by the CBC in the country for airing on the Chaîne culturelle.

Arts, Culture and New Talent

Several programs on both the Première Chaîne and the Chaîne culturelle offer prime showcases for young Canadian artists. Among the most outstanding were the live coverage of the Festival international de la chanson de Granby and the competition Ma première Place des Arts. On Sundays, the program Jeunes artistes receives some very young musicians from across Canada, and Bande à part spotlights avant-garde musicians.

French Radio's presence also lends visibility to numerous cultural events. To name a few: the Festival d'été in Quebec City, the FrancoFolies in Montreal, the Gala de la chanson in Caraquet, the Festival en chanson de Petite-Vallée, the Concours Ontario Pop, the Festival d'été francophone in Vancouver, and the song galas in Manitoba and Saskatchewan.

Finally, Info-culture (on both networks) and Midi-culture (on the Chaîne culturelle) devote close to two hours weekly on the presentation of national cultural coverage.



Ce soir aux refrains Première Chaine



Nicholson Chaîne culturelle



Service d'information



Tournée d'Amérique Première Chaîne



Les Figures de Proulx Chaîne culturelle



Suzanne Kennelly Anglosong Première Chaîne

New Partnerships

French Radio has corporate, partnerships with over 100 organizations and undertakings. These include:

- under a partnership established with a Montreal bookstore. French Radio inaugurated Radioboutique in September, 1998. This new space for distributing CBC products offers a selection of CDs and books derived from CBC French Radio programs. The partners in this project are the Librairie Champigny, Datrox, Fillion Électronique and Design
- an agreement concluded with the national network of the Alliance des radios communautaires du Canada enables public radio to offer Canadians international. national and regional news. in addition to a bank of programs and features produced by both networks;
- with its service known as InfoPlus, the CBC contributes its journalistic resources and has concluded an agreement with Radio Classique Montréal for a daily feed of short newscasts.

Audiences

The fall 1998 BBM surveys indicate that, overall, French Radio draws 8.5% of the francophone audience. The Première Chaîne attracts 6.3% and the Chaîne culturelle 2.2%.

CBC French Radio Audience Share

	Spring 1996	Fall 1996	Spring 1997	Fall	Spring 1998	Fall 1995
	%	%	%	%	%	0,0
Première Chaîne	6.2	6.0	6.6	7.1	7.8	6.3
Chaîne culturelle	2.6	2.5	3.1	2.9	3.0	2.2
Combined	8.8	8.5	9.7	10.0	10.8	8.5

Note: Data based on francophone listening in areas served by a CBC station. Source: CBC Research (BBM)

Strategic Directions

The radio market was somewhat shaken in the fall of 1998 when the first private classical radio station went on the air in Montreal. According to the fall 1998 BBM survey, it garnered a 7% audience share in the Greater Montreal area. The Chaîne culturelle was the network affected most by this upheaval in the radio world.

The Chaîne culturelle will not alter its mandate in any way, but will adjust its schedules so as to recover its audience in the light of new listening habits.

In order to consolidate its position, French Radio has adopted the following action plans:

• on the Première Chaîne, ongoing updates of program content will emphasize the general-interest, decentralized nature of this network. News and Information will place greater emphasis on analysis and production of major documentaries;

- on the Chaîne culturelle. the new schedule will offer
- with InfoPlus, the production will be doubled:
- · with Micro Radio, at least 400 program hours aimed at produced:
- and, if our licence application available on the Montreal and Moncton markets in 1999.

English Television

For English Television, the foundation of our distinctiveness is Canadianization. The real success story this season lies in the daytime schedule. With the replacement of most U.S. programming in the afternoon, Canadian programs now represent 81% of the hours in English Television's broadcast day. This represents a substantial increase from 72% for the 1997-1998 season. In the 1998-1999 season to January 31°, 87% of English Television's prime time schedule was Canadian – greatly exceeding CRTC expectations.

The early weekday CBC Playground block for children was expanded with the addition of Rolie Polie Olie and Noddy. The Get Set for Life project was also launched this year. English Television also broadcast vignettes with information about the social, emotional and intellectual development of the child, as told through the Zap Family. Off-air, English Television has partnered with public and private sector organizations to provide related outreach materials.

Road to Avonlea was paired with Street Cents and Jonovision to create a block of quality youth and family programming.

News and Current Affairs Programming

CBC News has earned the trust and lovalty of Canadians. Surveys continue to confirm that Canadians believe CBC has the best national news, and it continues to be seen as the leader in current affairs by a margin of almost two-to-one.

In 1998-1999, English Television produced several major news specials in cooperation with its colleagues in English Radio and French Radio and Television:

- the Federal Budget:
- Nelson Mandela's visit:
- the Quebec Election.

Entertainment Programming

This year, English Television is proud of several new Canadian hit series. *DaVinci's Inquest* is a gritty drama about a hard-living Vancouver coroner. The series *Nothing Too Good for a Cowboy* follows the life of a rich city girl who rebels by running away with her cowboy-husband. *Pit Pony* tells the stories of a boy living a hard life in the coal mining community of turn-of-the-century Cape Breton.

CBC English Television continued to take risks in the 1998-1999 season, to broadcast the kinds of series the private sector cannot or will not deliver:

- Made in Canada was a spin-off series with Rick Mercer of This Hour Has 22 Minutes as a cynical, womanizing TV executive;
- Foolish Heart was another creation of Ken Finkleman, focusing on love and relationships;
- Peter Gzowski returned for a second season of conversations with great Canadians.

Canadian Movies and Mini-Series

Some of the Canadian movies and mini-series we featured this year included:

- Big Bear A two-part saga on the struggle of the Cree as the Canadian government began seizing ownership of their land. Big Bear was also adapted for the vision-impaired in the Toronto area. It will be translated for CBC's French Television;
- At the End of the Day: The Sue Rodriguez Story – A wrenching true-life drama about a patient's legal battle for the right to die;



Yannick Bisson Nothing Too Good for a Cowboy



Gordon Tootoosis Big Bear



Mary Walsh, Greg Thomey, Cathy Jones, Rick Mercer This Hour Has 22 Minutes



Wayne Rostad
On The Road Again



Gwynyth Walsh, Nicholas Campbell DaVinci's Inquest



Linden MacIntyre, Francine Pelletier, Victor Malarek the fifth estate

- Win, Again! A Gordon Pinsent tale of a man who returns home after a long absence:
- In the Blue Ground the longawaited North of 60 movie.

World Class Sports Programming

In spring 1998, the International Olympic Committee awarded CBC. in partnership with TSN/RDS, the contract for the next five Olympic Games through to 2008. The quality of our coverage - not the size of our bid - was pivotal in the IOC's decision.

In September 1998, CBC broadcast the Commonwealth Games in Malaysia. Its crew provided 35 hours of prime time television.

Network Production in the Regions

During prime time in the 1998-1999 season, the Network aired several entertainment series and specials produced in the regions. These included Black Harbour from Nova Scotia, Dooley Gardens from Newfoundland, DaVinci's Inquest from Vancouver and Pit Pony from Cape Breton. As well, three of the weekly comedy series this season came from Halifax: The Bette Show. This Hour Has 22 Minutes and Made in Canada. Just for Laughs came from Montreal.

Eight regularly scheduled daytime programs originated from the regions this season including Spilled Milk, The Urban Peasant, Canadian Gardener and Alive!, all from Vancouver, Travels with Mom. Cottage Country and the Great Canadian Food Show came from Ottawa. The local Toronto station has supported Moving On. Street Cents was produced in Halifax.

Some Network series that were produced in the regions with a

regional focus include On the Road Again - an Ottawa production which introduced us to ordinary Canadians who do extraordinary things. Country Canada - from Winnipeg celebrated its 45th year this season the oldest current affairs program in the country! The Maritimes and Newfoundland continued to produce the series Land and Sea for their regions and the Network.

Many movies of the week and music specials such as the annual Huron Carol also originated from the regions.

English Television's regional journalists told the stories of their news and current affairs programs. The Network has maintained a special regional fund to help produce material for national shows like Market Place and Venture.

Regional News and Information

English Television is rooted in its 17 owned and operated regional stations. And at the core of those regional roots is the supper-hour newscast. Almost all of English Television's regional supper-hours have been re-designed and relaunched delivering a solid news package, analysis of the top story of the day, commentary and satire. In both content and format, CBC's regional news programs are distinctive from anything else available in their communities.

English Television is particularly proud that resources were redirected this season to CBRT, to provide hour of daily suppertime news originating from Calgary for the first time since 1990.

The Manitoba supper-hour, 24 Hours, had a new look this season. When the station officially opened its new plant on September 21st,

1998, the show unveiled a set new revitalized core of Winnipey.

Reflecting Canada's **Changing Demographics**

are filled by black actors.

regional supper-hours newscasts

Awards. A full range of artists

appears on the program, from Susan Aglukark to Inuit dance troupes to Kashtin to guitarist Don Ross.

The Annual CBC True North Concert was produced in Whitehorse in 1998 and hosted by Tina Keeper, the well-known star of North of 60. The concert marked the centenary of the Yukon Territory and the Klondike Gold Rush. The concert showcased aboriginal artists such as Jerry Alfred and the Medicine Beat. the Tagish and Gwichin Nation Dancers, Tom Jackson, Joshua Iserhoff, poet Louise Profeit-Leblanc and the Inuit duo Tudiaat.

Showcasing **Canadian Talent**

CBC English Television continues to showcase established and up-andcoming Canadian artists, and has a blended strategy designed to meet the demands of audiences. There are five streams:

• arts performance specials – Where the River Meets the Sea (a one hour variety special featuring New Brunswick artists), Wingfield Farm (a six-episode series based on a one-man stage play), The Ioni Mitchell Special (Canada's Queen of folk/rock in concert), Karen Kain: Dancing in the Moment (a celebration of Canada's beloved Prima Ballerina), The Tale of Teeka (a drama about a man seeking to come to grips with his past) and Frank Augustyn: Personal Essay (a one hour tribute to Canada's most celebrated male

- regular or semi-regular programs on the arts which are either journalistic in nature, or which featured performance components - On the Arts (weekly arts successor to Adrienne Clarkson Presents, which in the 1998-1999 season looked at Canadian writers making names for themselves in France), The Operatic World of Robert Carsen, Artists for Human Rights and internationally acclaimed architect Frank Gehry:
- special arts documentaries -Christopher Plummer, Roger Ing (a Saskatchewan artist), and on Life & Times: Pierre Berton, Guy Lombardo, Mary Pickford, Lorne Greene and Liona Boyd:
- · award shows, such as The Governor General's Performing Arts Awards, The Gemini Awards, The Juno Awards, The Genie Awards, The East Coast Music Awards. The West Coast Music Awards and The St. John's Arts Awards;
- arts vignettes True North Portraits profile established and upand-coming Northern musicians; Arts Spots, which pepper the programming day in the Maritimes, showcase Maritime visual artists.

Programming Partnerships

In adapting to a new environment, English Television is forging more alliances with the private sector and with foreign partners. In 1998-1999, approximately 60% of English Television's production was secured from the independent production community.

- After several years of providing prime time program contributions to Television Northern Canada (TVNC), the CBC is now supporting the new Aboriginal People's Television Network (APTN) to be launched the fall of 1999.
- In 1998-1999, The Huron Carol was co-produced with the specialty channel Country Music Television and the independent production company Tomali Pictures.
- CBC's bid for the Olympics was conducted jointly with Netstar Communications (TSN/RDS).
- The Get Set For Life campaign which combines on-air messages about family and parenting with supporting material, is a partnership between CBC/Radio-Canada and private and public sector groups.
- Street Cents is a great partnership that includes several government agencies, businesses and foundations. English Television (Toronto and Halifax), the Government of Canada's Youth Employment Strategy, the Department of Foreign Affairs and International Trade, the Government of Nova Scotia, Industry Canada, the Canadian Bankers Association, Investors Group, the Insurance Institute of Canada, Canada Savings Bonds, the Movement for Canadian Literacy, Air Canada and Air Nova are partners in the project. The John Dobson and the J.W. McConnell family foundations are also partners

Audiences

As of January 31, 1998, all private conventional station groups had registered prime time share declines. The prime time shares of Baton, WIC and Global dropped 0.4, 0.2 and 1.4 share points respectively. English Television's share declined similarly by 0.4 share points to 9.4%.

Despite the increased fragmentation, English Television has maintained its share of audience for Canadian programs in the past three years.

Nielsen Media Research and CBC Audience research have confirmed that:

- English Television's Canadianization strategy has been an audience success by both qualitative and quantitative measures;
- English Television provides 42% of the audience to Canadian programs in prime time;
- Canadian TV programs matter to Canadians;
- satisfaction with CBC TV remains high; and
- English Television is viewed as providing the best Canadian programs with the most believable news.

Prime Time Audience Shares

All English Services

Regular season to end of January, 7 – 11 p.m. (%)

	1997-1998	1998-1999
CBC English Television	9.8	9.4
Other non-pay Canadian	43.0	40.3
Pay/Specialty*	26.6	31.1
U.S.	20.6	19.2

^{*} Including CBC Newsworld

Source: CBC Research (Nielsen Media Research)

Top Canadian Series on CBC English Television

Regular season to mid-February 1999

	Average Audience (000)
Royal Canadian Air Farce (originals)	1,355
This Hour Has 22 Minutes (originals)	1,107
Halifax Comedy Fest	
Wind at My Back	
Red Green Show	
DaVinci's Inquest	
Made in Canada	713
This Hour Has 22 Minutes (repeats)	710
Emily of New Moon	
Sketchcom	

Source: CBC Research (Nielsen Media Research)

French Television

In 1998-1999, French Television's mission was mostly focused on four priority areas: quality drama, news and information, culture and youth programs.

Drama

Several new drama series were added to the program schedule:

- Le Polock, the story of a Polish immigrant torn between his family and the dreams he left behind, and the new family he has created in a country where he remains a stranger;
- Omertà III: Le demier des hommes d'honneur, a series on the world of the Italian Matia, winner of the Gémeaux award for best drama series of 1998;
- Réseaux, by author Réjean Tremblay, a series based on the world of television;
- Caserne 24, which tells the daily story of a team of firefighters;
- Radio, a work by a new author, who sets the action in the competitive universe of private radio in a large city.

Among renewed series were:

- Virginie, a television serial aired four times a week, reaching an average audience of over one million viewers:
- 4 et demi..., a television serial about young, urban people, enjoying increasing popularity this year, which won the 1998 Gémeaux award for best television serial production;
- Un gars, une fille won the Gémeaux for best comedy series in 1998; its audience also increased in 1998-1999.

News and Information

- Le Téléjournal and Le Point were combined to make a single program anchored by the same host;
- a documentary section was created in order to take a more in-depth journalistic approach and to diversify the selection with contributions by independent producers from across the country, both francophone and anglophone;
- a new program, Zone Libre, enabled French Television to renew its tradition of feature reports on national and international news;
- throughout the year, a specials unit delivered consistent coverage, while managing major productions such as elections, provincial and federal budgets, speeches from the Throne and all big events occurring at home and abroad. Some of the outstanding specials were: coverage of the Swissair flight 111 crash in September 1998; Nelson Mandela's visit to Canada on September 25, 1998; and the events leading up to the official creation of Nunavut in March 1999;
- a new correspondent's position was created in French-speaking Africa, in Abidjan, Ivory Coast;
- teams of correspondents outside Quebec were consolidated so as to ensure the best possible coverage of all regions on the French network.

With Découverte, La Facture, Zone Libre and Enjeux, CBC French Television offered, during its regular season, three hours and a half of public affairs programming in the evening, in addition to Le Point.



Élyse Marquis, Rafal Waientowicz Le Polock



Romano Orzari
Omertà III : Le dernier
des hommes d'honneur



Jean-François Lépine Zone libre



Charles Tisseyre



Louise Marleau, Andrée Lachapelle Le Pays dans la gorge



Elisha Cuthbert ny Baruchel, Charles Powell Super Mécanix

Culture

- Les Beaux Dimanches continued to provide a showcase for some outstanding productions, a reflection of our cultural and artistic vitality:
 - portraits of artists: Raymond Lévesque – D'amour et d'amertume, Mare-André Hamelin and Joyeux anniversaire Sol!;
 - theatre: L'École des femmes, a classic by Molière; Le Pays dans la gorge, inspired by the life of the famous opera singer Emma Albani; ZaZa d'abord, one of the greatest hits of Quebec summer theatre;
 - music and dance performances: La Nuit du déluge, starring the dancers from
 O Vertigo, Violon magique, based on concertos by
 Vivaldi, and Le Songe du collectionneur de gammes, inspired by the works of
 Béla Bartók:
 - arts and culture documentaries: Le Mystère des voix québécoises, Le Phénomène Hip Hop and Les 50 ans du Refus Global;
 - galas in praise of excellence in all areas: Gala des Prix Gémeaux (television),
 Vingtième Gala de l'ADISQ (pop music and comedy – hosted by Céline Dion), Prix du Gouverneur général pour les arts de la scène 1998 and La Soirée des Masques (theatre);
 - quality, commercial-free movies: Le Polygraphe, by Robert Lepage, Erreur sur la personne, by Gilles Noël, and Nelly et Monsieur Arnaud, by Claude Sautet;

- the Friday edition of Le Point presented new trends and major cultural movements;
- La Vie d'artiste gave the floor to creators and performers;
- the variety show La Fureur, featuring songs from home and abroad, was a big audience success.

With the broadcast, beginning in January 1999, of Christiane Charette en direct, French Television dedicated, on a weekly basis, three hours and a half in the evening to arts and culture.

Youth

In youth programs, nearly half the regular-season programs were new, and more than half of them were Canadian productions. They included:

- À la poursuite de Carmen Sandiego offered a history quiz for young people aged 9 to 12;
- Les Débrouillards, a science magazine for 9 to 12-year-olds;
- Super Mécanix, a series designed to explain, from a young person's point of view, how everything around them works;
- Change d'air!, a magazine dealing with topics that excite and entertain young people between the ages of 11 and 17, hosted by the dynamic Patricia Paquin. Among the series that returned to the air this year with new
- Les Aventures de la courte échelle, a television adaptation of novels published by Éditions de la Courte échelle;

episodes were:

• La Boîte à lunch, for preschoolers. Julie-Pier, aged five, shared new songs, travel tales, health menus and games with her audience. This program won the prestigious International Youth Award in Munich;

• Bouledogue Bazar, kept children ages 2 to 11 company right through Saturday morning and part of Sunday, between cartoons. This program remains the most popular show in this time slot, in spite of competition from the two specialty youth channels (Canal Famille and Teletoon).

Canadian Content

French Television succeeded in reaching a peak 94% of Canadian content in the fall of 1998 during prime time. In the regular season, Canadian content was kept at an average of 86%.

During the regular 1998-1999 season, French Television met its objective of offering a Canadian schedule every night of the week by filling the Friday evening slot (devoted to movies in 1997) with Canadian productions.

Regional Reflection

In 1998-1999, all French Television regional stations continued to produce Ce Soir, the regional news program. Ce Soir Atlantique was nominated for a 1998 Prix Gémeaux.

The regional stations continued to develop community programming, occasionally in cooperation with regional independent producers, tailored to meet the needs of regional audiences. These programs included:

In the West:

 French Television in British Columbia aired Télédictée, a program taped before an audience as part of the Semaine nationale de la francophonie in British Columbia;

- · the stations in Saskatchewan and Alberta aired the Saskatchewan production Sur la même longueur d'onde, a 13-part series featuring encounters with francophone figures from Saskatchewan and Alberta:
- French Television in Manitoba an independent production;
- the four stations in the West aired La Chant'ouest, highlights of the Gala de la chanson de l'Ouest. The four stations also continued to coproduce and air Clan Destin, a program about young francophones' concerns in Western Canada.

In Ontario:

- the noon-hour regional news program, Le Midi, was expanded from 15 to 30 minutes:
- Ontario/Outaouais broadcast Mots d'ici, an independent production marking the fifth anniversary of the publishing house Vents d'Ouest.

In Quebec:

• the Quebec City station aired several productions by independent producers in the region: Gueule de star: Opération : vacances: Bouffe au Iardin Cataraqui, Rivières; Le Feu sacré: etc.

In the Atlantic Provinces:

• French Television in the Atlantic provinces aired Musikotrip, an interactive multimedia program featuring young stage performers, earned a special award from The Alliance for Children and Television for the second year in a row.

Prime Time Television Audience Shares

Among Francophones, 7 – 11 p.m. September 1998 to end of March 1999 (%)

	1997-1998	1998-1999
Radio-Canada	26.1	25.4
Other French non-pay	41.6	44.5
French pay/specialty*	10.5	11.3
English Services	19.6	16.9
Other	2.2	1.9

* Includes RDI

Source: CBC Research (Nielsen Media Research)

Top Canadian Programs on CBC French Television

September 1998 to end of March 1999

Average A	Audience (000)
1- La Petite Vie (originals)	3,079
La Petite Vie (repeats)	1,876
2- Bye Bye 98*	2,423
3- Gala de l'ADJSQ*	2,028
4- Spécial - Un gars, une fille*	1,785
5- 4 et demi	1,778
6- Omertà III : Le dernier des hommes d'honneur	1,658
7- Un gars, une fille	1,481
8- Gala des Gémeaux*	1,336
9- La soirée de la rentrée*	1,237
10-Bouscotte	1,178

* Single program or special

Source: CBC Research (Nielsen Media Research)

To ensure a reflection of the country as a whole on the network. each station has its team of journalists dedicated entirely to the production of reports for network programs. Their coverage is seen on Le Téléjournal/Le Point, Matin express, Enjeux, Zone libre. La Facture and Découverte. Furthermore, Second regard and La Semaine verte, which consist of regional reports, are produced

The network broadcast two series by a producer from the National Capital Region: Chez nous, a magazine featuring tourist sites and interesting figures from across the country, and Vie de Chalet, a magazine show on cottage life.

About half of Le Jour du Seigneur programs are produced by regional stations.

Special programs demonstrating the vitality of francophone culture outside Ouebec were also aired: L'Acadie en fête, the show held for the Fête nationale des Acadiens, and the Festival franco-ontarien.

Saskatchewan continued to produce L'Accent francophone, the weekly magazine show of francophone communities outside Quebec, in coproduction with the other stations.

Reflecting Changing Canadian Demographics

On air, the greatest progress in portraving visible minorities was seen mainly in drama and youth programs.

Some of the drama programs featuring characters from cultural communities: Virginie, 4 et demi..., Caserne 24, Watatatow and Omertà III : Le dernier des hommes d'honneur.

Partnerships

Besides sharing costs and financial risks, partnerships enable French Television to have access to a larger pool of creators and to open up its schedule to a broad range of points of view, experiences and forms of expression.

Canadian independent producers are special partners. In 1998-1999, 52% of entertainment programs aired during prime time originated from independent producers.

In 1998, a new agreement was signed with the PBS network to acquire international documentaries.

Several partnership agreements were concluded as part of French Television specialty channel applications to the CRTC in 1998:

- La Sept ARTE, the Franco-German cultural network, for the Réseau des arts:
- The National Film Board (NFB) for the Réseau de l'histoire;
- Bell Satellite for these two projects and for the Réseau de l'économie;
- TVA for Télé classique.

Audiences

Last year, CBC French Television's audience share dropped 1.7 point for the day as a whole. In the evening, it more or less maintained its audience share, losing only 0.6 point over 1997-1998.



CBC Newsworld

CBC Newsworld celebrated its tenth season by revitalizing existing shows and launching new programs and partnerships. Newsworld has re-emphasized news and live coverage, while continuing to provide a broad and innovative range of high-quality, original Canadian programs.

As a public resource, Newsworld's objective is to serve all Canadians. It provides a full range of formats that go beyond the headlines with context, debate and documentary. And it reflects the reality of different regions to a national audience.

Live Coverage

Nothing can be more important to a news network, nothing more basic, nothing that serves better as a raison d'être, than getting news to viewers as quickly as possible, sometimes even as it happens.

In 1998-1999, CBC Newsworld provided extensive live coverage of Nelson Mandela's visit to Canada, the election of Lucien Bouchard, the declaration of Nunavut, John Glenn's return to space and, because the all-powerful American presidency was in such peril, the Lewinsky saga.

Our Halifax-based unit was pivotal in providing live coverage of the events surrounding the crash of Swissair Flight 111 in September 1998. That coverage was beamed around the world, to critical acclaim, on CNN International and BBC World News. Newsworld's coverage of the memorial in honour of the victims of the Flight 111 disaster received high praise in the Canadian media. Some print media called it a "shining hour." As one Halifax columnist observed, "Newsworld delivered the story with sensitivity and understanding of the emotional nature of the occasion and with technical excellence."

New and Returning Programs

One of the most exciting new programs introduced during the 1998-1999 season is Culture Shock, or in French, Culture-Choc. The show's youthful video journalists explored the apolitical similarities and differences between francophone and anglophone Canada. Culture Shock is a co-production between Newsworld and RDI. It was simulcast weekly on both networks.

In September 1998, CBC Newsworld lifted the curtain on a new CBC Morning. The program is co-hosted from Toronto with Nancy Wilson, and from Halifax with Norma Lee MacLeod.

Moral Divide is a weekly window on the religious, spiritual and ethical issues that lie behind the stories covered by Newsworld. The program originates from CBC Calgary.

Straight from the Hip is hosted by Judy Rebick; one of Canada's premier social activists and journalists. It is a weekly half-hour gathering of women who debate provocative news stories, social issues, and cultural matters.

One of the most popular returning shows is *Rough Cuts*, which continues to present a wide variety of point-of-view documentaries by Canadian producers. Topics range from "Life in Moose Jaw" to an entertaining primer on black women's hair, to the personal odysseys of two different filmmakers as they explored a sense of self amongst First Nations tribes on the Pacific coast.

Newsworld has also maintained its excellent business coverage this season.



Alexandre Trudeau, Holly Gillanders, Stephanie Allaire, Robin McKenna, Nicolas Desrosiers, Simon Barrette, Gregory Charles Culture Shock



Norma Lee Mac Leod
CBC Morning



Anne Petrie Moral Divide



Judy Rebick Straight from the Hip



Ann Medina Rough Cuts



Alison Smith Newsworld Reports

Partnerships

In its strategic plan, Our Commitment to Canadians, CBC indicated its intention to forge more alliances with the private sector and with foreign partners. Newsworld considers itself at the forefront of a "documentary renaissance" in Canada by building partnerships and increasing its cooperation with independent producers. For example:

- about 35% of Newsworld's weekday peak viewing time is filled by independent productions from such companies as the Current Affairs Group (Pamela Wallin); Face Off Inc. (CounterSpin); and Salter Street Films (The Canadian Investor):
- many independent producers supply documentaries for Rough Cuts and The Passionate Eve;
- Newsworld has proposed an increase of \$600,000 in its current annual documentary investment over the next licence term:
- Newsworld, RDI and CBC's French Television have jointly commissioned the highly-stylized documentaries, QuebeCanada Complex and House of Dreams:
- Moral Divide is a collaboration with Vision TV:
- Newsworld is a founding partner of Cable in the Classroom and works with the Canadian cable industry to deliver more than 50 hours a year of original, commercial-free programming for schools.

Distribution and Audiences

CBC Newsworld is now watched by almost 7 million Canadians a week. It is available in 8 million households, which is more than any other Canadian specialty channel. Newsworld is also available on the direct-to-home (DTH) and MDS (microwave) distribution systems.

The 1998 season (broadcast year ended August 31, 1998) saw an audience share of 1.2%, down slightly from the previous year's 1.3%. As the number of television services continues to grow, continued fragmentation of audiences will affect all broadcasters.

There are now several all-news services available to large numbers of Canadian homes. In this evolving news environment, there is a real risk that the cost-efficient appeal of "sensation" will crowd out analysis, insight and a calm voice. Traffic helicopters, not field reporters, will hold sway.

As Canadians approach the new millennium, public opinion surveys indicate that Canadians want journalism that serves the public interest. Surveys indicate that anglophone viewers believe CBC English Television and Newsworld have the best national news coverage. At CBC Newsworld, we hope Canadians will continue to rely on us as their trusted guide, to break through the noise of the information age.

Le Réseau de l'information

In 1998-1999, the Réseau de l'information schedule remained more or less the same as in past years. A few new programs were

- Matin express, a daily morning Viens with the back-up of an experienced team, simulcast on the main network;
- Culture-choc, a 13-part series by RDI and CBC Newsworld. series consists of reports filmed across Canada by seven young bilingual reporters who try to pinpoint the cultural similarities and differences between anglophones and francophones;
- special programming to anniversaries, for instance, broadcast of the Canadian documentaries Le pont de l'exil and Article 1 to mark the 5011 anniversary of the Universal Declaration of Human Rights:
- Vocation journaliste, a 13-part series which, with portraits of journalists from the golden age of print journalism, revisited some historical events:
- more than 800 specials, including coverage of the report by the Commissioner of Official Languages, the crash of Swissair flight 111, announcement of the launch of an English-language daily newspaper in Canada, the historical agreement in Northern Ireland, the international presentation of the Canadian astronauts who will go into space, the Quebec pork producers' blockade on Highway 20 and the end of the federalprovincial finance ministers' meeting, for a total of over

Reflection of the Regions

With its teams located in 35 cities across the country, the Réseau de l'information continued to be the reflection of the regions.

During 1998-1999, CBC French of original programs on the Réseau de l'information. In addition to the daily program packages L'Atlantique en direct, Le Québec en direct, L'Ontario en direct and l'Ouest en direct, in the evening there were the newscasts Le Canada aujourd'hui produced in the Atlantic Provinces, Ontario and the West, in addition to a summary of the regional Ce soir newscasts Journal du Pacifique, Le Journal du Manitoba, Le Journal de l'Ontario). RDI aired over 4,000 original reports from the regions. Nearly 50% of all the material aired on newscasts assembled in Montreal originated in the regions, and 27% of this content came from regions outside Quebec.

Audiences

Specialty networks have multiplied in recent years, creating an impact on existing networks. The Réseau de l'information managed to maintain its ratings in 1998-1999 and increase them in the case of some programs, such as Le Journal RDI, which has an average audience of 172,000 viewers. Sundays, attracts more than 160,000 viewers, while 148,000 young people faithfully watch



Culture-choc



Matin Express



L'Atlantique en direct



Le Québec en direct



L'Ontario en direct



L'Ouest en direct

Distribution

Of the 110 francophone communities outside Quebec regarded as priorities by The department of Canadian Heritage, the Réseau de l'information now reaches 74, compared to 70 last year. If, however, the population rather than the number of communities is considered. RDI is now available to 95% of all subscribers in those 110 communities. RDI has a total of 7 million subscribers, including 2 million in Ouebec.

Partnerships

RDI maintains close ties with its English partner CBC Newsworld, with which it shares some resources and jointly produces programs such as Culture-choc/Culture Shock, and airs specials numbering close to 300 in 1998-1999. It also maintains strategic alliances and partnerships established since the early days of the network, for instance, CNN News Source, France Télévision, RFO, SSR, RTFB and Euronews.

French Specialty Television Market Shares

Among Francophones, 6 a.m. to 6 a.m. September 1998 - March 1999 (%)

	1997-1998	1998-1999
RDI	2.4	2.5
Le Canal Nouvelles	0.4	0.7
TV5	0.8	0.8
Canal D	1.6	1.9
Canal Vie	0.7	1.0
Canal Famille	2.4	2.0
Télétoon	2.5	2.6
Réseau des sports	2.1	2.2
Musique Plus	0.5	0.6
Musimax	0.3	0.3
Météo Média	0.4	0.5

Source: CBC Research (Nielsen Media Research)

Top Specials Aired on RDI

April 1997 – December 1998

	Reach (000)
Clinton devant le Grand Jury – 1	576
Soirée des élections municipales à Montréal – 1	487
Accident d'avion à Mirabel – Vol 420 de PropAir	468
Explosion à l'Accueil Bonneau	407
Défilé de la 16 ^e Coupe du monde de Soccer	376
Coupe du monde de Soccer	376
Clinton devant le Grand Jury – 2	361
Soirée des élections municipales - 2	359
Écrasement du vol 111 de la Swissair	357
Fêtes du Canada	338

Source: CBC Research (Nielsen Media Research)

Radio Canada International

Radio Canada International has a mandate to increase awareness of Canada and acquaint the world with Canadian realities. RCI broadcasts in seven languages (English, French, Spanish, Russian, Ukrainian, Mandarin and Arabic) by shortwave, satellite and Internet (www.rcinet.ca); its programs are also retransmitted by public, private and university stations in various countries.

Fiscal year 1998-1999 got off to a good start for RCI when it received, in addition to stable funding, a budget of \$15 million over three years for the replacement and improvement of technical and production equipment. RCI has therefore begun the process of improving its transmitters in Sackville, New Brunswick; it has also gone to digital editing and airing (Dalet system) and redeveloped its Website.

Throughout the year, RCI played an active role within international organizations by taking part in meetings on various aspects of international broadcasting. RCI also organized a seminar entitled Challenges for International Broadcasting: New Tools, New Skills, New Horizons, which brought some 110 participants from 30 different countries to Ottawa.

Programming

In the fall, RCI launched two new morning programs aimed at Europe, the Middle East and Africa, First Edition and Aux aurores boréales.

RCI journalists and hosts covered a large number of international events that were held in Canada. They also covered trips abroad by Prime Minister Jean Chrétien and various Canadian ministers.

RCI journalists also covered other international events that occurred in various parts of the world: the conference on climatic change in Buenos Aires; the aftermath of Hurricane Mitch in Honduras and Nicaragua; and a Canada/ China business forum in Dalian and Beijing.

RCI finalized production of a second series of English lessons called *Everyday Business*; RCI also began production of French lessons, *Le Français parlé* and *Le Monde des affaires*. Each of these series consists of 40 15-minute programs.

A series of programs on Canada's Chinatowns was produced in Mandarin.

Partnerships

International broadcasters must rely increasingly on partnerships and RCI took various initiatives in this regard:

- increase in the number of programs made available to over 250 current radio partners;
- airing of two English-language programs on American public radio stations via World Radio Network:
- renewal of an agreement to air a program in Arabic on Radio Monte Carlo and an agreement for daily broadcast of the Ukrainian program on Ukrainian national radio;
- signing of agreements with Voix du Vietnam and Teleuis radio, in Bucamaranga, Colombia;
- addition of some 40 new partner stations.



Raymond Desmarteau

Aux aurores boréales



Wojtek Gwiazda First Edition



Robert E. O'Reilly, Executive Director of RCI, signs an agreement with Victor Nabrusko, Vice-President of the National Radio of Ukraine.

Galaxie

On air as of September 1997, CBC's new continuous digital audio music service has more than 350,000 subscribers in Canada after only 18 months of operation. The bulk of subscribers currently come from direct-to-home satellite distribution: Galaxie is part of the ExpressVu basic service and is also received by three quarters of Star Choice subscribers, the CBC having finally concluded a contract with Star Choice in the summer of 1998.

A complement to traditional radio, Galaxie offers 30 continuous music channels with outstanding sound quality aired 24 hours a day, free of commercials or any spoken content. The best music programmers in Canada pool their talents to design the programming for each of Galaxie's channels.

Available by satellite, by microwave and by cable, the Galaxie signal can be received with any audio input jack on a stereo system previously hooked up to a digital decoder or on the FM band for conventional cable systems. Very soon, we will display, on television screens, data such as the title of the selection, the name of the artist and the composer and the title and reference number of the recording being heard.

Galaxie's mission is threefold: offer the Canadian public the best possible programming in each of the 30 channels currently available, to promote Canada's creators and performers and to generate new revenue for CBC's radio networks. Galaxie's financial results in 1998-1999 are according to plan.

Galaxie

30 music channels providing the following service:

- 7 pop music channels
- 4 rock music channels
- 3 country music channels
- 5 eclectic music channels
- 5 classical music channels
- 4 jazz channels
- 2 children's music channels

To find out more: Internet: www.galaxie.ca Email: information@galaxie.ca



New Media

The logic behind CBC New Media makes simple business sense. A public broadcaster must be available to audiences – wherever they are, whenever they wish to be served, and in a manner that suits them best. With time and geography no longer constraints, the Internet provides Canadians and audiences throughout the world with new opportunities to see and hear CBC's television and radio productions, as well as unique new media programming.

Over the past year, cbc.ca and radio-canada.ca have made significant progress towards that goal. A unique on-line programming was launched, such as CBC News Online and the kids site Fd6 (La Filière des six), as well as extensive updates throughout the CBC Radio and CBC Television web pages. Canadian audiences have responded positively by more than doubling traffic to our sites.

cbc.ca

CBC Radio, CBC Television, CBC Newsworld and cbc.ca have a lot to offer Canadians through various media. For example, the excellence of CBC Television's Hockey Night in Canada coverage is mirrored on cbc.ca by the Hockey Night in Canada playoffs site.

Through original programming and special coverage of Canadian and International issues, *cbc.ca* showcases its extraordinary ability to provide up-to-the-minute headlines and in-depth reviews simultaneously. Highlights in the 1998-1999 fiscal year included the coverage of elections in Quebec and in Newfoundland and Labrador; the tragic New Year's Day avalanche that buried a school in the Inuit village of Kangiqsualujjuq in Northern Quebec, the 1999 Federal Budget,

and the crisis in Kosovo.

New regional web sites with programming unique to each location were developed in cooperation with local radio and television units. The regional web developers also support national new media efforts such as CBC News Online by integrating regional stories and perspective.

In 1998-1999, CBC4Kids launched Sounds like Fun, a Canadian CD-Rom game for children. It was a tremendous success among Canadian families who wanted something more than the American fare. And, through the strategic partnership between Info-culture and CultureNet, cbc.ca is able to provide a complete and dynamic listing of cultural events across Canada. From Vancouver, to Thunder Bay to St. John's, Canadians can now log on and find out what is happening on the cultural scene around them.

radio-canada.ca

The Internet site for CBC's French services is one of Canada's busiest francophone media web sites. During the past 12 months, activity at the site totalled some 5 million hits a month. Nouvelles, Jeunesse, Sport, Branché, Un gars, une fille, Bouledogue Bazar, Info-culture and Première Chaîne live radio were among the most popular areas at the web site.

Three recently opened new sections have also proven a success: Par 4 chemins, based on the Première Chaîne radio show hosted by Jacques Languirand; Culture-Choc, a spinoff from the RDI program hosted by Gregory Charles; and Fd6 (La Filière des six), an educational game for children involving the adventures of a group of virtual characters living only on the Web.



Canada's Online News Source

CRC News Online



Fd6 (La Filière des six)



(85 Am on)



Par 4 chemins



Sounds like Fun (CD-ROM)



The Nouvelles de Radio-Canada site with its continuously updated reports and its Atlantic, Quebec, Ontario and Western Canada regional newscasts remains the best Canadian source of news in French on the Internet.

In 1998-1999, regional web sites in French were developed for francophones across the country. Special projects also took advantage of the Internet's potential. For example, the Quebec elections site carried not only live broadcasts of the radio and television election night coverage, but also the results from every riding. The ADISQ Gala, the Prix Gémeaux Gala and La Soirée des Masques were also webcast.

cbc.radio-canada.ca

CBC's corporate site, launched in January 1998, carries general information in French and in English about the Corporation such as news releases, speeches, policies, the Annual Report and CRTC submissions. In 1998-1999 we focused on reorganizing the information to make it easier to access by visitors.



Public Accountability

Communicating with Stakeholders

A prime objective in 1998-1999 continued to be the preservation and strengthening of community and government support for the CBC. Emphasis was placed on building coalitions around issues with key organizations. Efforts were also focussed on renewing relationships with key stakeholders, senior officials, senators and industry leaders.

Accountability Mechanisms

CBC continued to be accountable to all Canadians on how it fulfills its commitments. The Corporation reported to the Minister and Parliament through its formal annual report, to the CRTC by providing broadcast year-end reports, and to shareholders through the CBC Corporate web site and the annual on-air review.

The objective of the on-air annual review is primarily to inform Canadians on the CBC's mandate, its scope and plans, and to demonstrate how the Corporation manages, on their behalf, the public funds it receives from Parliament. The 1999 version consisted of a one-hour call-in radio component, a half-hour television program followed by a 90-minute phone-in segment on Newsworld, a 60-minute phone-in program on RDI and an Internet forum drew criticisms and questions from viewers and listeners.

Throughout the year, both the Chair and the President undertook numerous speaking engagements and participated in several panel discussions on CBC and the future of public broadcasting in Canada.

Community Relations

The Corporation opened its doors to the public in the fall of 1998. At five locations across the country, CBC offered Canadians the opportunity to visit their station and see first-hand the workings of their national public broadcaster. The events were very successful, drawing 27,000 visitors in Toronto and 12,000 in Winnipeg. Open houses held in Halifax, Ottawa and Vancouver were equally successful.

Directors and station personnel remain the Corporation's spokespersons in the regions. Through active participation in community projects and public service activities, regional stations continue to forge strong links with the communities they serve.

The Corporation's involvement at the local, regional and national levels, in cultural, artistic and sports activities as well as charitable events, helps promote a sense of public ownership.

The Ombudsman

To ensure that the highest iournalistic standards are maintained and that CBC viewers and listeners are able to direct serious and unresolved complaints about CBC journalism to an impartial and independent body, the Corporation established, in 1991, the Office of the

The Office is headed by two directors, one dealing with the English-language services, including Newsworld, and one dealing with the French-language services, including Le Réseau de l'information. The Office reports directly to the President, and is fully independent of the Corpora-



Ombudsman English Services



(1941-1999) Ombudsman French Services

When a viewer files a complaint about a CBC news or current affairs program, the complainant first obtains a response from a media director. If the complainant is not satisfied with the reply, he/she may write to the Ombudsman.

In 1998-99, CBC's Office of the Ombudsman (English and French services combined) handled a total of 1,108 complaints, expressions of concern and other communications. This compares with a total of 921 received in 1997-98 and 562 received in 1996-97. There were 881 files related to English programming and 227 files related to French programming. On the English side, 462 complaints fell within the mandate of the Ombudsman (information programming); on the French side, 142 complaints fell within that mandate. Communications which did not relate directly to CBC journalistic programming were acknowledged and referred to the appropriate senior officer.

Under its broadened mandate. the Office of the Ombudsman formed five citizens advisory panels to assess the accuracy, fairness and integrity of the top radio and television news programs during the last Ouebec election campaign. Their findings were submitted to the Board of Directors in a special report. On the whole, these panels praised the CBC's reporting, the abundance of the reports and the quality of the coverage. They made several recommendations on covering the issues, regional coverage, and the excessive exposure given to opinion polls.

On the English side, an additional four panels were organized to monitor regional radio and television information programming in Alberta. Saskatchewan, Ontario (Ottawa) and Nova Scotia. However, these panels had to be postponed due to the strike by CBC staff who are members of Unit 2 of the Communications, Energy and Paperworkers Union of Canada (CEP).

The Ombudsman for Frenchlanguage services, Marcel Pépin, also handled a complaint from the Communications Director for the Prime Minister's Office. which was filed against the CBC and journalist Terry Milewski.

Where to write:

The Ombudsman. **English Services** Canadian Broadcasting Corporation P.O. Box 500, Station A. Toronto, Ontario M5W 1E6 ombudsman@toronto.cbc.ca

Bureau de l'ombudsman. Services français Société Radio-Canada C.P. 6000 Montréal (Québec) H3C 3A8 ombudsrc@montreal.radiocanada.ca

National and International Awards

Again this year, CBC programs, journalists and creative personnel received numerous awards. For example:

English Television swept the honours once again with 38 Gemini Awards for its productions and coproductions. News, Current the news and information categories, receiving prizes for The National, Undercurrents, the fifth estate and On The Road Again. In drama programs, The Sleep Room, Pit Pony, Nights Below Station Street and Major Crime were awarded prizes, as were This Hour Has 22 Minutes. The New Red Green Shou and Twitch City in the comedy category. CBC Sports also won its share of Gemini Awards for its coverage of the Winter Olympics in Nagano, English Television received six prizes given at the Canadian Independent Film Caucus - National Documentary Film Awards ("Hot Docs"). In addition, in November 1998, the entire cast of The Royal Canadian Air Farce won the prestigious Governor General's Performing Arts Award. At the AMPIA Awards - Rosies, from the Alberta Motion Picture Industries Association, North of 60 alone earned six prizes, including those given for best series, best script and best program in the festival. At the Atlantic Journalism Awards, CBC Newfoundland won two prizes, while CBC Charlottetown and CBC Halifax each earned one. In the US, at the Columbus International Film & Video Festival, which takes place annually in Ohio, a record 88 prizes were awarded to English Television productions.

French Television won 47 Gémeaux awards given by the Academy of Canadian Cinema

and Television, 16 of which went to in-house productions. These included Christiane Charette en 4 et demi.... Découverte and Charles Téléjournal was awarded a Gémeaux for the best news program, as was État de choc for the best news special. CBC Sports also received two Gémeaux awards for its coverage of the Nagano Olympics. Among the coproductions honoured by the Academy were earned eight Gémeaux, including the people's choice award, Sous le signe du lion, which garnered six, L'Ombre de l'épervier, five, and Un gars, une fille, four. Shot during the Winter Olympics in Nagano, Harmonie, produced by Michel F. Gélinas, received four awards in Japan's 42nd Film and Video Competition - namely the Gold, the Minister of Foreign Affairs prize, the Asahi Evening prize and the laban Times prize. La Boîte à lunch. for young viewers, was honoured this year with four awards, including the International Youth Award, in Germany, and the Award of Merit (preschool) given by the Alliance for Children and Television.

Both English Radio networks. Radio One and Radio Two, won numerous prizes for their programs. The Radio and Television News Directors Association Awards alone awarded eight prizes to the CBC, including four for programs aired nationally and another four for regional programs (Prairies and British Columbia). Some of the winning programs were Alkali Lake and Graham James Scandal, which each earned two prizes, Robert Coverage. Five gold medals, one silver and two bronze were awarded to English Radio at the New York



Christiane Charette
Christiane Charette en direct
French Television



Roger Abbott, Luba Goy, John Morgan, Don Ferguson The Royal Canadian Air Farce English Television



Dominique Payette 275-Allô/275-Ados French Radio



Bernie Lucht English Radio



Julie-Pier Meunier Nadeau La Boîte à lunch French Television



CBC4Kids New Media

Festival Awards. The gold-medal winners were 706 Union Avenue. How to Breathe the Air of Our Ancestors, The Skid, DNA: The Silent Witness and Songs My Mother Taught Me. The prestigious John Drainie Award was given by the Academy of Canadian Cinema and Television to Bernie Lucht. producer of Ideas, for his outstanding contribution to broadcasting.

French Radio garnered some prestigious awards this year, such as the Grand prix du journalisme given by the Communauté des radios publiques de langue française for Rio Maria: comme dans une tranchée, by Pierre Trottier, Lucie Benoît and Pierre Duchesne, a story aired on Dimanche magazine. Two prizes from the Office des communications sociales (OCS) were given to French Radio, the first for 275-Allô/275-Ados, aimed at teenagers and produced by the Première Chaîne, and the second for Open House, a radio play produced by the Chaîne culturelle and aired on Radio-Canada Gaspésie-Les Îles. The Grand Prix de la Radio de l'Université radiophonique et télévisuelle internationale (URTI) was awarded to À l'ombre du rêve, on the Première Chaîne.

CBC Records won two Juno prizes, one for the best classical album with Songs of Travel and another for the best classical work with Concerto for Wind Orchestra. The Mozart Horn Concerti won the prize for best classical album of the year at the Pacific Music Awards. Late Romantics received the prize for best classical recording of the year at the East Coast Music Awards. The recording of Soirée française won the Prix Gabriel Fauré given by the Académie du disque lyrique, and Virage won

a Felix for the best jazz album of the year.

Several prizes received this year by the CBC in the new media field confirmed the relevance and popularity of our Internet sites and the airing of our programs on these sites. On the French networks, the Site Nouvelles de Radio-Canada won the Web d'or in the media category, and the readers' prize from Branchez-vous! at the Marché international des inforoutes et du multimédia (MIM), held in May. The Internet site Info-culture, a Web magazine, won a Boomerang in the Webzine category. Given by Éditions Info-Presse, Boomerang prizes are awarded to the best interactive communications pieces developed in Quebec. The youth site CBC4Kids, on the English networks, won some 20 prizes. including the Teachers Award -Skewl Sites, the PeachPod Cool Site Award and the EduNET Choice Award. Infoculture, the arts and culture magazine on the English Networks' Web site, was selected twice as the site of the week, once by Yahoo and again by Telus Planet.



CBC Owned and Affiliated Stations

As of March 31, 1999	British Columbia	51 Hms CBX 642 kHs
,	CBC owned station	I dealer City
ENGLISH TELEVISION CHANNEL	Vancouver	Watershall CRICEM 96,3 MH:
	Private affiliated stations	Prince Edward Island
Newfoundland	Dawson Creek	CBC owned station
CBC owned station	Kamloops	Charlotter, wn CBCT-FM 96,1 MH:
St. John's	Kelowna	Nova Scotia
Prince Edward Island	Prince GeorgeCKPG-TV 2	CBC owned stations
CBC owned station	Terrace	Habitax CBHA-FM 90,5 MH:
Charlottetown	Northwest Territories	Sydney . CBI 1140 kH:
Nova Scotia	CBC owned station	New Brunswick
CBC owned station	Yellowknife	CBC owned stations
Halifax		Fredericton CBZ 970 kHz
New Brunswick	FRENCH	Frederiction
CBC owned station	TELEVISION CHANNEL	Sunt-Jean . CBD-FM 91,3 MH:
Fredericton	New Brunswick	Moneton CBA 1272 kH:
Quebec	CBC owned station	Quebec
CBC owned station	Moncton	CBC owned stations
Montreal	Quebec	Montreal
	CBC owned stations	Quebec CBVE-FM 104.7 MHz
Ontario CBC owned stations	Montreal	
Ottawa	Quebec	Ontario
Toronto	Private affiliated stations	CBC owned stations
Windsor	Jonquière	London
Private affiliated stations	Rivière-du-Loup	Sudbury CBCS-FM 99,9 MH:
Kingston	Rouyn	Thunder Bay CBQT-FM 88.3 MH:
North Bay	Sherbrooke	TorontoCBLA-FM 99,1 MH:
Peterborough	Trois-RivièresCKTM-TV 13	Windsor CBE 1550 kH:
Sault-Ste-Marie	Ontario	Manitoba
Sudbury	CBC owned station	CBC owned stations
Thunder Bay	Ottawa	ThompsonCBWK-FM 100.9 MH:
Timmins	Manitoba	WinnipegCBW 990 kH:
Manitoba	CBC owned station	Saskatchewan
CBC owned station	Winnipeg	CBC owned stations
Winnipeg	Saskatchewan	La Ronge CBKA-FM 105,9 MH:
Private affiliated station	CBC owned station	Regina
Brandon	ReginaCBKFT 13	Alberta
Saskatchewan	Alberta	CBC owned stations
CBC owned station	CBC owned station	Calgary
ReginaCBKT 9	Edmonton	Edmonton
Private affiliated stations	British Columbia	
Prince AlbertCKBI-TV 5	CBC owned station	British Columbia CBC owned stations
Swift Current	Vancouver	Kelowna CBTK-FM 88,9 MHz
YorktonCKOS-TV 5		Prince George CBYG FM 91,5 MHz
Alberta	CBC	Prince Rupert CFPR 560 kHz
CBC ouned stations	RADIO ONE FREQUENCY	Vincouver CBU 600 kH:
Edmonton	Newfoundland	Victoria CBCV FM 92,5 MH:
Calgary	CBC owned stations	Yukon
Private affiliated stations	Corner Brook	CBC owned station
Lloydminster	Gander	Whitehorse .CFWH 570 kH:
Red Deer	Goose BayCFGB-FM 89,5 MHz	
THE CONTRACT OF THE CONTRACT O	Grand Falls	

Northwest Territories	
CBC owned stations	
Inuvik	60 kH:
Igaluit	
Rankin Inlet CBQR-FM 105,	1 MHz
Yellowknife	
LA PREMIÈRE	
CHAÎNE FREQUE	NCY
Prince Edward Island	
CBC owned station	
CharlottetownCBAF-FM-15-88.	a MHz
Nova Scotia	
CBC owned station	
HalitaxCBAF-FM-5 92,	3 MHz
New Brunswick	
CBC owned station	
Moncton CBAF-FM 88,	5 MHz
Ouebec	
CBC owned stations	
Chicoutimi CBJ-FM 93,	7 MHz
Matane	50 kHz
Montreal	1 MHz
Quebec	3 MHz
Rimouski CJBR 9	
Sept-Îles CBSI-FM 98,	1 MHz
Private affiliated stations	
La Tuque	40 kHz

Ontario	
CBC owned stations	
Ottawa	
SudburyCBON-FM 98,1 MHz	
Toronto	
Windsor	
Manitoba	
CBC owned station	
Saint-Boniface CKSB 1050 kHz	
Saskatchewan	
CBC owned station	
ReginaCBKF-FM 97,7 MHz	
Alberta	
CBC owned station	
Edmonton	
British Columbia	
CBC owned station	
VancouverCBUF-FM 97.7 MHz	
CBC	
RADIO TWO FREQUENCY	
Newfoundland	
CBC owned station	
St. John'sCBN-FM 106,9 MHz	
Nova Scotia	
CBC owned stations	
HalifaxCBH-FM 102,7 MHz	
Sydney	
Quebec	
000	

Ontario
CBC owned stations
OttawaCBOQ-FM 183,3 MH:
Thunder BayCBQ-FM 101,7 MH:
Toronto
Windsor
Manitoba
CBC owned station
Winnipeg CBW FM 98.3 MH:
Saskatchewan
CBC owned station
Regina
Alberta
CBC owned stations
CalgaryCBR-FM 102,1 MH.
Edmonton CBX-FM 90.9 MH:
British Columbia
CBC owned station
Vancouver CBU-FM 105.7 MH.
LA CHAÎNE
CULTURELLE FREQUENCY
New Brunswick

CBC owned station MonctonCBAL-FM 98.3 MH:

Quebec CBC owned stations

QuébecCBVX-FM 95,3 MH: RimouskiCJBR-FM 101,5 MH:

Ontario

Ottawa CBOX-FM 102,5 MH: TorontoCJBC-FM 90.3 MH:

On-air Stations and Rebroadcasters, Basic Networks

CBC owned station

Montreal CBM-FM 93,5 MHz

As of March 31, 1999

Rouyn-

	Tel	levision N	Networks	Radio Networks					
				Е	nglish	F	rench		
	English	French	Total	Radio	Radio	Première	Chaîne	Total	Grand
			TV	One	Two	Chaîne	culturelle	Radio	Total
CBC owned Stations	14	8	22	36	13	17	7	73	95
CBC rebroadcasters	441	173	614	379	. 12	155	4	550	1 164
Private affiliated stations	19	5	24	0	-	3	_	3	27
Private affiliated rebroadcaster	s 48	13	61	0	_	2		2	63
Community owned stations		sama	_	1	1	_	-	2	2
Community owned									
rebroadcasters	147	14	161	51	6	8	_	65	226
Total	669	213	882	467	32	185	11	695	1 577

Senior Officers of the CBC

As of March 31, 1999

President and CEO Hon. Perrin Beatty, P.C.

Executive Vice-President and COO James McCoubrey

Senior Vice-President, Resources Louise Tremblay

Vice-President. English Television Harold Redekopp

Vice-President, French Television Michèle Fortin

Vice-President, English Radio Alex Frame

Vice-President, French Radio Sylvain Lafrance

Vice-President. Human Resources George C.B. Smith

Head of Legal Services, General Counsel and Corporate Secretary Pierre Nollet

Senior Director, Corporate Communications and Public Attairs Laurie Jones

Chief, Planning and Business Development Officer Michel Tremblay

Executive Director, New Media John Lewis

Executive Director. Radio Canada International and International Relations Robert O'Reillly

Ombudsman, English Services David Bazay

French Services Marcel Pépin (deceased, May 1999) Financial Report 1998-1999



Financial Highlights

Overview

The accompanying financial statements of the Corporation indicate an operating deficit of \$14.2 million for 1998-99 on a generally accepted accounting principles basis.

However, since the Corporation manages its expenditures on a government funding basis which excludes such expenditures as amortization, it has different net results of operations under the two reporting methods, as explained in Note 3b to the Financial Statements. On a government funding basis, the Corporation ended the year with a surplus of \$15.6 million to be carried forward into 1999-2000.

Revenue

Total advertising and program sales revenues generated by the Corporation for the fiscal year were \$329.7 million – a reduction of \$53.6 million from the \$383.3 million generated in 1997-98. This significant reduction is directly attributable to the revenues generated last year as a result of the Nagano Olympic Games. Revenues on ongoing operations have declined slightly as a result of the move to Canadianize the afternoon schedule on the English Television network, while on the French Television network. the enrichment of the non-primetime schedule has had a positive impact. Overall, advertising revenues have remained relatively stable.

Miscellaneous revenues include such things as interest income, sponsorships, commercial production, tower rentals, and facility rentals. The majority of the increase in miscellaneous revenues relates to increased facility and property rentals and to the consolidation of revenues from joint ventures. The latter relates to the Corporation's equity position in joint ventures which are accounted for using the proportionate consolidation method, and therefore, these revenues are not available for CBC's use.

Government Funding

Note 3 to the Financial Statements details the Parliamentary funding received in 1998-99, and the Corporation's cumulative surplus against that funding. In overview, the Corporation's ongoing operating appropriations have now reached the levels previously announced by the Federal Government. Funding available to the Corporation in 1997-98 was reduced as a result of the Corporation's decision to repay (with interest) the advance received in 1995-96 for downsizing costs. No such payment was required in 1998-99, and this funding, along with the \$13.8 million reduction in the cumulative carry-forward provided the funding for the increased spending reported in our Television and Radio Services. As a result, the Corporation had an additional \$70 million in available funds in 1998-99.

Expense

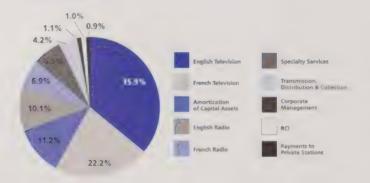
The Statement of Operations and Proprietor's Equity indicates that total expenses for the Corporation increased by \$19.7 million over the previous fiscal year. However, when the amortization of capital assets and the downsizing program are excluded, the increase to ongoing operation expenditures amounts to \$12.2 million.

If expenses relating to the Nagano Olympics in 1997-98 are excluded, the actual increase in 1998-99 ongoing operations is significant. Much of this increase was directed at a major initiative underway to restore CBC's deteriorating archival audio-visual holdings, to additional staff training, to significant building repairs and to other one-time programming initiatives during 1998-99. The increase in expenditures has been directed to the Television and Radio Services, while other main service operations, such as transmission and distribution and collection, reduced overall.

Costs relating to the amortization of capital assets increased by \$25.8 million, mainly as a result of a change in the straight-line amortization period for technical equipment, from 10 years to 5 years. This change reflects the fact that the useful economic life of the Corporation's technical equipment is decreasing due to the digitalization of components and the faster pace of obsolescence.

No new expenses related to the downsizing program are reflected in the Statement of Operations for 1998-99. While the final stage of the program was implemented in the 1998-99 fiscal year, all costs were accrued to previous fiscal periods.

Operating expenditures (before taxes) \$1,431,254,000



Amortization of Deferred Capital Funding

Parliamentary appropriations received from the Government of Canada for capital expenditures are recorded as deferred capital funding on the Balance Sheet, and are amortized on the same basis and over the same period as the capital assets purchased with the funds. This amortization is then included as Government funding on the Statement of Operations. This conforms to the Section 3800 of the C.I.C.A. Handbook, regarding the accounting treatment of government assistance.

Proprietor's Equity

The Statement of Operations and Proprietor's Equity is prepared in accordance with generally accepted accounting principles, and as identified earlier in this report, these principles require the recognition of expenses which are not currently funded. Instead, these expenses (such as annual leave and severance payments) are funded from annual appropriations as the liability becomes current. The negative proprietor's equity balance of \$75.6 million in this statement recognizes the outstanding liability for these expenses at the end of the fiscal period. Details are included in the statements and in Note 3 to the Financial Statements.

Balance Sheet Items

Accounts receivable have decreased by \$61.3 million from the previous year levels mainly as a result of the collection of receivables related to the Nagano Olympics and to the receipt of a large tax refund.

Program inventories have increased by \$25.2 million over 1997-98 mainly as a result of the production of Canada – A People's History – the Corporation's major project for the millennium, which will result in the broadcast of over 30 hours of programming for both the English and French Television networks.

The reduction in capital assets is largely the result of a change in the estimate of useful life for our technical equipment. Amortization is now based on a useful life of 5 rather than 10 years.

The obligation under capital leases represents the capital lease obligation for the Broadcasting Centre in Toronto. This obligation will continue until 2027, at which time the CBC will then own the building.

Employee termination benefits relate to the severance payments made to employees upon retirement from the Corporation. The long-term liability represents the actuarial evaluation of these benefits, based upon the expected age of retirement amongst other factors.

Capital Investment

The Corporation received total funding of \$137.9 million for its capital requirements in 1998-99, and ended the year with a surplus of \$4.7 million to be carried forward into 1999-2000.

The Corporation's capital strategy continues to focus on investment in new technologies to reduce operating costs and permit greater flexibility. While the significant portion of our investment is in the ongoing replacement and upgrade of technical equipment, we are also aware of emerging technologies, and are partnering with our private sector colleagues in the development and construction of digital radio facilities in a number of major markets. In addition, the CBC Board of Directors has approved a rollout plan for the implementation of digital radio. Digital television is on the horizon. CBC is monitoring its emergence and will invest capital funds in this area only when it is evident that there is a need to do so.

Financial Statements

Management's Responsibility for the Financial Statements

The financial statements and all other information presented in the annual report are the responsibility of management and have been reviewed and approved by the Board of Directors of the Corporation. These financial statements, which include amounts based on management's best estimates as determined through experience and judgement, have been properly prepared within reasonable limits of materiality and are in accordance with generally accepted accounting principles.

Management of the Corporation maintains books of account, records, financial and management control, and information systems, which are designed for the provision of reliable and accurate financial information on a timely basis. These controls provide reasonable assurance that assets are safeguarded, that resources are managed economically and efficiently in the attainment of corporate objectives, that operations are carried out effectively and that transactions are in accordance with the *Broadcasting Act* and the by-laws of the Corporation.

The Corporation's Internal Auditor has the responsibility for assessing the Corporation's systems, procedures and practices. The Auditor General of Canada conducts an independent audit of the annual financial statements and reports on his audit to the Canadian Broadcasting Corporation and the Minister of Canadian Heritage.

The Board of Directors' Audit Committee, which consists of four members, none of whom is an officer of the Corporation, reviews and advises the Board on the financial statements and the Auditor General's report thereto. The Audit Committee oversees the activities of Internal Audit and meets with management, the Internal Auditor and the Auditor General on a regular basis to discuss the financial reporting process as well as auditing, accounting and reporting issues.

Ottawa, Canada June 11, 1999

President and CFO

Senior Vice-President,

Cruse Theore

Auditor's Report

To the Board of Directors of the Canadian Broadcasting Corporation and the Minister of Canadian Heritage

I have audited the balance sheet of Canadian Broadcasting Corporation as at March 31, 1999 and the statements of operations and proprietor's equity and cash flow for the year then ended. These financial statements are the responsibility of the Corporation's management. My responsibility is to express an opinion on these financial statements based on my audit.

I conducted my audit in accordance with generally accepted auditing standards. Those standards require that I plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In my opinion, these financial statements present fairly, in all material respects, the financial position of the Corporation as at March 31, 1999 and the results of its operations and its cash flows for the year then ended in accordance with generally accepted accounting principles. As required by the Broadcasting Act, I report that, in my opinion, these principles have been applied on a basis consistent with that of the preceding year.

Further, in my opinion, the transactions of the Corporation that have come to my notice during my audit of the financial statements have, in all significant respects, been in accordance with Part III of the Broadcasting Act and the bylaws of the Corporation.

L. Denis Desautels, FCA Auditor General of Canada

Ottawa, Canada June 11, 1999

Statement of Operations and Proprietor's Equity

for the years ended March	131	
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for the years ended March 31	1999	1998
		ls of dollars)
Revenue		
Advertising and program sales	329,735	383,306
Specialty services (Note 4)	90,471	87,383
Miscellaneous	63,859	54,603
	484,065	525,292
Expense		
Television and radio service costs	1,074,176	1,065,009
Specialty services (Note 4)	92,285	86,096
Transmission, distribution and collection	60,136	64,107
Radio Canada International	14,729	15,264
Payments to private stations	12,519	12,295
Corporate Management	16,204	15,073
Amortization of capital assets	161,205	135,379
Downsizing program		18,336
Total expense before taxes	1,431,254	1,411,559
Net operating loss before government funding and taxes	(947,189)	(886,267)
Government Funding		
Parliamentary appropriation for operating expenditures	759,481	759,654
Frozen allotment to offset the 95/96 repayable advance (Note 3)	Non	(56,669)
Net funding for operating expenditures	759,481	702,985
Funding reserved for Radio Canada International (Note 4)	15,525	15,360
Amortization of deferred capital funding (Note 7)	160,763	135,120
Net results of operations before taxes	(11,420)	(32,802)
Provision for income and large corporations taxes (Note 5)	2,745	2,708
Net results of operations for the year	(14,165)	(35,510)
Proprietor's equity, beginning of year	(65,434)	(33,924)
Working Capital Funding (Note 3)	4,000	4,000
Proprietor's equity, end of year	(75,599)	(65,434)

The accompanying notes form an integral part of the financial statements.

Balance Sheet

as at March 31

	1999	1998
	(thousan	ds of dollars)
Assets		(Restated)
Current		
Cash and short-term investments	73,772	38,624
Accounts receivable	122,530	183,826
Program inventory	113,183	87,964
Prepaid expenses	22,665	35,094
	332,150	345,508
Capital assets (Note 6)	1,115,209	1,142,146
Deferred charges	27,154	25,449
	1,474,513	1,513,103
Liabilities		
Current		
Accounts payable and accrued liabilities	234,244	236,796
Accrued vacation pay	38,958	38,078
Obligations under capital leases (Note 10)	4,133	3,850
	277,335	278,724
Long-term		
Employee termination benefits	77,644	69,932
Deferred pension liability (Note 9)	89,785	97,639
Obligations under capital leases (Note 10)	381,260	385,345
Deferred capital funding (Note 7)	724,088	746,897
	1,272,777	1,299,813
Proprietor's Equity		
Proprietor's equity (Note 3)	(75,599)	(65,434)
Commitments and contingencies (Notes 11 and 12)		
	1,474,513	1,513,103

The accompanying notes form an integral part of the financial statements.

Approved on behalf of the Board of Directors:

Director

Statement of Cash Flow

for the years ended March 31

for the years ended March 31	1999	1998
	(thousand	ds of dollars)
		(Restated)
Operating Activities		
Net results of operations for the year	(14,165)	(35,510)
Gain on disposal of capital assets	(1,469)	(100)
Items not involving cash:		
Amortization of capital assets	161,205	135,379
Amortization of deferred charges	8,581	5,390
Employee termination liability and vacation pay	8,592	2,098
Deferred pension contribution	(7,854)	(109)
Amortization of deferred capital funding	(160,763)	(135,120)
Net change in working capital balances excluding		
cash and short-term investments (Note 14)	48,648	(125,043)
	42,775	(153,015)
Financing Activities		
Parliamentary appropriations (Note 3):		
Capital funding	132,954	90,140
Working capital funding	4,000	4,000
Government funding for capital purchases for RCI	5,000	_
Proceeds on disposal of capital assets /		
financing from other organizations	2,104	1,287
	144,058	95,427
Investing Activities		
Acquisition of capital assets	(137,597)	(93,613)
Capital portion of lease payments	(3,802)	(10,889)
Deferred charges	(10,286)	(15,423)
	(151,685)	(119,925)
Increase (decrease) in cash and short-term investments	35,148	(177,513)
Cash and short-term investments, beginning of year	38,624	216,137
Cash and short-term investments, end of year	73,772	38,624

The accompanying notes form an integral part of the financial statements.

Notes to the Financial Statements

for the year ended March 31, 1999

1. Authority and Objective

The Canadian Broadcasting Corporation was first established by the 1936 Canadian Broadcasting Act and continued by the 1958, 1968 and 1991 Broadcasting Acts. The Corporation is an agent of Her Majesty and all property acquired by the Corporation is the property of Her Majesty.

As the national public broadcaster, the Canadian Broadcasting Corporation provides radio and television services in both official languages incorporating predominantly and distinctively Canadian programs to reflect Canada and its regions to national and regional audiences.

2. Significant Accounting Policies

The financial statements include the accounts of the Corporation and its proportionate share of the assets. liabilities, revenues and expenses relating to joint venture activities. The financial statements have been prepared in accordance with generally accepted accounting principles. Significant accounting policies are set out below:

a. Parliamentary appropriations and Deferred Capital Funding

The Government of Canada mainly finances the Corporation. Parliamentary appropriations provided for operating expenditures and downsizing expenses are recorded on the Statement of Operations and Proprietor's Equity. Parliamentary appropriations for depreciable capital expenditures are recorded as deferred capital funding on the Balance Sheet, and are amortized on the same basis and over the same periods as the related capital assets. Parliamentary appropriations for working capital and non depreciable capital assets are credited to Proprietor's Equity.

b. Program Inventory

(i) Program Inventory

Programs completed and in process of production or available for sale are stated at cost. Cost includes the cost of materials and services, and labour and overhead expenses applicable to programs.

Program costs are charged to operations as the programs are broadcast, deemed unusable, or sold.

(ii) Film and Script Rights

The Corporation enters into contracts for film and script rights. As payments are made under the terms of each contract they are reflected in the accounts as film rights. The film rights are charged to operations in accordance with the approved program schedule or when deemed unusable.

c. Capital Assets

Capital assets are recorded at cost, less accumulated amortization. The cost of assets constructed by the Corporation includes material, direct labour and related overhead. Assets recorded as capital leases are initially recorded at the present value of the minimum lease payments at the inception of the lease. Amortization is calculated on the straight-line method using rates based on the estimated useful life of the assets as follows:

Buildings	33 years
Technical equipment	
Transmitters and towers	20 years
Other	5 years
Furnishings and office equipment	10 years
Computers	5 years
Automotive	5 years

Leasehold improvements are capitalized and amortized over the remaining terms of the respective leases to a maximum period of five years. Amounts included in uncompleted capital projects are transferred to the appropriate capital asset classification upon completion, and are then amortized according to the Corporation's policy.

d. Deferred Charges

Deferred costs incurred in the development of specialty channels are amortized over seven years based on a normal license period. Deferred costs incurred by joint ventures are amortized over a period of five years. Other deferred charges are amortized over the period of the respective agreements.

e. Pension Cost and Obligation

The Corporation provides pensions based on length of service and final average earnings as classified under Jeffred benefit retirement pension arrangements.

The cost of pension benefits earned by employees is determined using the projected benefit method of actuarial valuation with projected salary increases where appropriate, pro-rated on services and charged to operations as services are rendered. This cost reflects management's best estimate of the pension fund's expected investment yields, and of salary escalations, mortality of members, terminations and ages at which members will retire. The surplus on the introduction of this accounting policy, adjustments arising from plan amendments, experience gains and losses and changes in assumptions are amortized over the estimated average remaining service life of the employee group.

The difference between the accumulated pension expense and the employer's contributions to the Pension Fund is reflected in the balance sheet as a long-term deferred charge or deferred pension liability as the case may be.

f. Employee Termination Benefits and Vacation Pay

Employee termination benefits and vacation pay are expensed as the benefits accrue to employees under their respective terms of employment.

Termination benefits are calculated on an actuarial basis taking into account the future expected payments, the probabilities of payment and discount to the valuation date. The present value of the projected cost is recorded as a liability.

Vacation pay is calculated at the salary levels in effect at the end of the year for all unused vacation pay benefits accruing to employees.

Since a major portion of the liabilities for these items represent costs which will be funded mainly from appropriations received from the Government of Canada in the future, these items do not have an impact upon the Corporation's operating surplus or deficit on a government funding basis.

q. Measurement Uncertainty

The preparation of financial statements in accordance with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amount of assets and liabilities at the date of the financial statements and the reported amounts of income and expenses during the reporting period. Employee termination benefits, deferred pension liability and contingent liabilities are the most significant items where estimates are used. Actual results could differ from those estimates.

3. Parliamentary Appropriations

Parliamentary appropriations approved and the amounts received by the Corporation during the year are set it as

a. Parliamentary Appropriations Approved and Received

	1999	1998
	(thous	ands of dollars)
Approved appropriations for:		,
Operating Funding		
Annual Funding	745,531	769.014
Funding for downsizing & other costs	92,401	
Transfer to capital funding(1)	(36,485)	_
Frozen allotment to be reprofiled through		
Capital to the 1999-2000 fiscal year	(41,966)	-
• Funding for RCI (Note 4)	_	(9,360)
	759,481	759,654
Frozen allotment to offset the 1995-1996 repayable		
advance including imputed interest thereon ⁽²⁾	_	(56,669)
Capital Funding (Note 7)	94,469	105,740
Additional funding – Supplementary Estimates B	2,000	
Add transfer from operating funding ⁽¹⁾	36,485	
• Less transfer to 1998-1999 fiscal year ⁽¹⁾	_	15,600
	132,954	90,140
Capital funding received from the government for RCI	5,000	_
1	137,954	90,140
Working Capital Funding	4,000	4,000

⁽¹⁾ In the event that significant changes in current year requirements occur, amounts are transferred from one vote to another or reprofiled from one fiscal year to the next through Appropriation Acts tabled in the House of Commons.

b. Reconciliation of Net Results of Operations to Government Funding Basis

The Corporation receives a significant portion of its funding through Parliamentary appropriations, which is based primarily on cash flow requirements. Items recognized in the Statement of Operations and Proprietor's Equity in one year may be funded through Parliamentary appropriations in different years. Accordingly, the Corporation has different net results of operations for the year on a government funding basis than on a generally accepted accounting principles basis. These differences are outlined below:

	1999	1998
	(thousands	of dollars)
Net results of operations for the year	(14,165)	(35,510)
Items expensed but funded in other years	322	30,429
Net results of operations on a government funding basis	(13,843)	(5,081)
Government funding surplus (deficit), beginning of the year	29,444	34,525
Government funding surplus (deficit), end of the year	15,601	29,444

⁽³⁾ In 1995/96, the Corporation received a \$50 million repayable advance to be recovered in future years through reduced funding levels.

c. Net Results for Capital

The Corporation's capital asset purchases are also financed through a Parliamentary appropriation. Certain items recognized as additions to assets in one year may be funded through Parliamentary appropriations in different years. Once again, the Corporation has different net results of operations for the year on a government funding basis than on a generally accepted accounting principles basis. These differences are outlined below:

	1999	1998
	(thousands	of dollars)
Parliamentary appropriations and transfers	132,954	90,140
Government funding for RCI	5,000	_
Parliamentary appropriations and government funding	137,954	90,140
Proceeds on disposal of capital assets / financing from other organizations	2,104	1,287
Total capital funding for the year	140,058	91,427
Acquisition of capital assets	(137,597)	(93,613)
Capital funding surplus (deficit) for the year	2,461	(2,186)
Year over year change in proportionate share of consolidation assets	375	(170)
Net results for capital for the year, government funding basis	2,836	(2,356)
Government funding surplus (deficit), beginning of the year	1,890	4,246
Government funding surplus (deficit), end of the year	4,726	1,890

4. Specialty Services and Radio Canada International

a. Specialty Services

The Corporation operates CBC Newsworld, Réseau de l'information (RDI) and Galaxie under license conditions that the operations be reported on an incremental cost and revenue basis. All services use previous years' surplus carryforwards to fund current year activities. At March 31, the cumulative net operating surplus carried forward to future years' activities for CBC Newsworld totalled \$0.9 million (\$2.2 million for 1998), for RDI \$133,000 (\$33,000 for 1998). 1998/99 was Galaxie's second year of operations and the results are according to plan.

	M	larch 31, 199	9	March	31, 1998	
	Revenue	Expense	Net	Revenue	Expense	Net
			(thousands o	of dollars)		
CBC Newsworld	56,387	57,663	(1,276)	55,816	54,122	1,694
RDI	33,327	33,227	100	31,263	31,237	26
Galaxie	757	1,395	(638)	304	737	(433)
	90,471	92,285	(1,814)	87,383	86,096	1,287

b. Funding for Radio Canada International

	1999	1998
	(thousand	s of dollars)
Parliamentary Appropriation (Note 3)	-	9,360
Contribution agreement with Government of Canada	15,525	6,000
Operating Funding	15,525	15,360
Capital Funding	5,000	_
Total Funding for Radio Canada International	20,525	15,360

5. Income and Large Corporations Taxes

The Corporation is a prescribed federal Crown Corporation under Part LXXI of the Income Tax Regulations and is subject to the provisions of the Income Tax Act (Canada). The Corporation is not subject to provincial income taxes on its own activities.

The provision for income and large corporations tax is comprised of:

	1999	1998
	(thousands	of dollars)
Current tax expense (recovery)	2,745	(17,815)
Deferred taxes	_	20,523
	2,745	2,708

The Corporation's net provision for tax results primarily from large corporations tax.

The Corporation has net timing differences of \$101.6 million (1998 - \$88.0 million) resulting from items reported for tax purposes in different periods than for accounting purposes, the benefit of which has not yet been recognized in the financial statements. These timing differences generally result from the accrual of pension and severance pay costs, and capital cost allowance on its long term capital lease where funding for the lease obligation is provided over several years. Capital cost allowance is not claimed on other capital assets, as the related capital funding is usually received in full in the same year in which the asset is acquired.

6. Capital Assets

				Net Book Value
	Cost	Accumulated Amortization	1999	1998
		(thousand	s of dollars)	
Land	35,501	_	35,501	35,515
Buildings	369,923	202,525	167,398	166,991
Technical equipment	1,071,144	719,441	351,703	428,966
Furnishings, office equipment and computers	81,519	56,258	25,261	22,687
Automotive	35,465	24,063	11,402	11,654
Leasehold improvements	3,738	2,745	993	1,620
Property under capital leases	511,636	92,057	419,579	434,960
Uncompleted capital projects	103,372	_	103,372	39,753
	2,212,298	1,097,089	1,115,209	1,142,146

Effective April 1, 1998 the Corporation changed its estimated useful life for technical equipment, other than transmitters and towers, from ten years to five years. The effect of this change was to increase the amortization of capital assets expense on the Statement of Operations and Proprietor's Equity by \$44.8 million for the 1998-99

Current year amortization expense of \$15.4 million (1998 - \$15.3 million) relating to property under capital lease is included in the amortization of capital assets on the Statement of Operations and Proprietor's Equity.

7. Deferred Capital Funding

	1999	1998
	(thousands	of dollars)
Balance, beginning of year	746,897	791,877
Government funding for capital expenditures (Note 3)	137,954	90,140
Amortization of deferred capital funding	(160,763)	(135,120
Balance, end of year	724,088	746,897

8. Joint Venture Activities

The Corporation has net equity of \$5.5 million (1998 - \$4.2 million) in joint business ventures which is accounted for using the proportionate consolidation method.

9. CBC Pension Plan

The Corporation maintains a contributory defined benefit pension plan covering substantially all employees of the CBC. Retirement benefits are based on the length of pensionable service and on the average of the best five consecutive years of pensionable salary in the last 10 years of employment.

The accrued pension benefits are determined using the projected benefit method prorated on service and management's best estimate of future economic events.

Employees are required to contribute a percentage of their pensionable salary to the Plan, with the Corporation providing the balance of the funding, as required, based on actuarial valuations, which are made at least on a triennial basis.

Projections from an actuarial valuation prepared for accounting purposes show an estimated present value of accrued pension benefits of \$2,757.7 million as at March 31, 1999 (1998 - \$2,673.9 million) which includes \$17.9 million (1998 - \$16.2 million) of unfunded retirement benefits. The actuarial value of the pension fund assets as at March 31, 1999 was \$3,138.6 million (1998 - \$2,926.1 million).

	1999	1998
	(thousands	of dollars)
Current service cost	51,032	39,121
Accrued interest on pension plan assets	(16,951)	(12,076)
Amortization of past service gains (net)	(27,780)	(22,381)
Adjustment for plan curtailment due to workforce reduction	-	26,767
Pension expense	6,301	31,431
Deferred pension liability, beginning of year	97,639	97,748
Pension expense	6,301	31,431
Pension Plan contributions and unfunded plan benefit payments	(14,155)	(31,540)
Deferred pension liability, end of year	89,785	97,639

10. Obligations Under Capital Leases

a. Capital leases consist mainly of premises occupied by CBC in Toronto.

Future minimum lease payments and obligations are as follows:

	(thousands of dollars)
2000	33,039
2001	33,039
2002	33,039
2003	33,039
2004	33,039
Thereafter to 2027	776.410
Total future minimum payments	941,605
Deduct imputed interest (7.53%) and executory costs	556,263
Obligation under capital lease	385,342
Less current portion	4,133
Long term portion	381,209

CBC owns the land on which the Toronto Broadcasting Centre is located. Interest relating to the Broadcasting Centre lease, which is included in current year expenditures, is \$29.2 million. At the end of the lease, CBC will own the building.

b. Other

As at March 31, 1999, the Corporation's obligation relating to a Joint Venture capital lease, amounted to \$51,000.

11. Commitments

a. Program Related and Other

As at March 31, 1999, commitments for sports rights amounted to \$491.4 million; procured programs, film rights and co-productions amounted to \$61.7 million and capital assets amounted to \$6.7 million for total commitments of \$559.8 million.

b. Operating Leases

Future annual payments related to operating leases are as follows:

	(thousands of dollars)
2000	53,463
2001	45,133
2002	45,361
2003	24,462
2004	14,833
2005 - 2028	20,885
Total future payments	204,137

c. Joint Venture Activites

The Corporation's proportionate share of commitments related to joint venture activities totalled \$1.9 million.

12. Contingencies

Various claims and legal proceedings have been asserted or instituted against the Corporation, including some, which demand large monetary damages or other relief, which could result in significant expenditures. Litigation is subject to many uncertainties, and the outcome of individual matters is not predictable. A provision for these expenditures has been recorded based on management's best estimate. It is reasonably possible that the Corporation may have to settle some of these claims for amounts in excess of established provisions in the near term. Any such costs will be charged to operations as incurred.

13. Related Party Transactions

The Corporation is related in terms of common ownership and enters into transactions with other Government departments, agencies and Crown Corporations in the normal course of business on normal trade terms applicable to all individuals and enterprises. Transactions with the Government of Canada are outlined in Note 3.

14. Net Change in Non-Cash Working Capital Balances

	1999	1998
	(in thousa	nds of dollars)
Cash provided by (used for):		
Accounts receivable	61,296	(74,140)
Program inventory*	(22,525)	8,553
Prepaid expenses	12,429	(13,733)
Deferred income taxes	_	20,523
Accounts payable and accrued liabilities	(2,552)	(66,246)
	48,648	(125,043)

^{*}Excluding \$2.694 million in amortization of capital assets.

15. Financial Instruments

Short-term investments, accounts receivable and accounts payable, are valued at cost, which approximates fair value. The Corporation invests in the short-term money market (maximum term to maturity 91 days). Securities are limited to those that are 100% guaranteed by the Government of Canada. The overall portfolio yield for the fiscal year ending March 31, 1999 was 4.72% (3.72% at March 31, 1998).

16. Uncertainty Due to the Year 2000 Issue

The Corporation may experience the effects of the Year 2000 Issue before, on, or after January 1, 2000. The effects on operations and financial reporting, if not addressed, may range from minor errors to significant systems failure, which could affect CBC's ability to conduct normal business operations. While plans have been developed to meet internal requirements, with regular reports made to senior management and the Board of Directors, it is not possible to ensure that all aspects of the Year 2000 Issue, including those related to the efforts of customers, suppliers, or other third parties, will be fully resolved.

17. Comparative Figures

Certain of the 1998 comparative figures have been reclassified to conform to the current year's presentation.

Main CBC Addresses

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e-mail: commho@ottawa.cbc.ca

CBC Ombudsman

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P.O. Box 500, Station "A"
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e-mail: ombudsman@toronto.cbc.ca

French Services: (vacant) 1400 René-Lévesque Blvd. East P.O. Box 6000 Montreal, Quebec H3C 3A8 e-mail: ombudsrc@montreal.radio-

English Networks

canada.ca

e-mail: cbcinput@toronto.cbc.ca

French Networks

1400 René-Lévesque Blvd. East P.O. Box 6000 Montreal, Quebec H3C 3A8 Phone: (514) 597-6000 (514) 597-6013 (ATM*) e-mail: auditoire@montreal.radiocanada.ca

Radio Canada International

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Maritimes (English)

5600 Sackville Street P.O. Box 3000 Halifax, Nova Scotia B3J 3E9 Phone: (902) 420-8311

Atlantic Provinces (French)

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annualreport 1999-2000

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* TDD: Telephone Device for the Deal

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Corporate Profile

The Canadian Broadcasting Corporation (CBC), Canada's national public broadcaster, was created by an Act of Parliament on November 2, 1936, and now operates under the 1991 Broadcasting Act. It is accountable to the Parliament of Canada through the Minister of Canadian Heritage, to whom it reports annually. CBC is financed mainly through public funds, supplemented by revenue from various sources, including television advertising. CBC distributes its programs via satellite, microwave and landline, feeding 97 CBC-owned stations, 1,164 CBC rebroadcasters, 27 private affiliates and 292 affiliated or community rebroadcasters.

The CBC provides the following services:

- CBC Radio One, CBC Radio Two, the Première Chaîne and the Chaîne culturelle, offering information, generalinterest, music and cultural radio programs;
- CBC English Television and CBC French Television, offering general and specialinterest programs;
- CBC Newsworld and Le Réseau de l'information, 24-hour news and information television networks financed entirely by cable subscriptions and advertising revenue;
- Radio and television services to the North, offering programming in English, French and eight Aboriginal languages;
- Radio Canada International, broadcasting internationally in seven languages on behalf of the Government of Canada;

- Galaxie, a digital pay audio service offering 30 continuous music channels, 24 hours a day without talk nor commercials; and
- cbc.ca, radio-canada.ca and cbc.radiocanada.ca, English and French Internet services carrying CBC's radio and television productions, unique new media programming and corporate information.

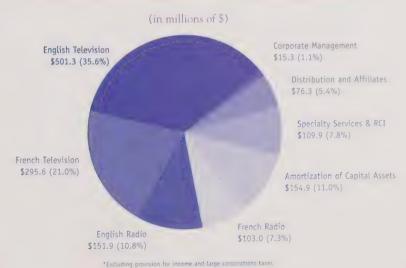
Financial Highlights

CBC's Sources of Operating Funds

Dependency on self-generated revenues has increased over the past years while reliance on government funding has decreased.



1999-2000 Operating Expenses* — **\$1,408.2 million**



Message from the Chair

In its almost 65 years of existence, Canada's public broadcaster has known only eventful years. This past fiscal year was no exception for the Canadian Broadcasting Corporation. As the new millennium approached, the CBC continued the important process of looking for ways to intelligently reform and rejuvenate itself for the years ahead.

Shortly before the new calendar year began, we welcomed a new President and CEO to the CBC. Robert Rabinovitch follows in a distinguished line. Like his immediate predecessor, the Honourable Perrin Beatty, and others before him, Mr. Rabinovitch brings a deep commitment to the principles and values of public service. We are fortunate to have him. Linking the stewardship of Mr. Beatty and Mr. Rabinovitch was that of Mr. James McCoubrey, Executive Vice-President and COO of the CBC, who stepped in as Interim President and CEO for several months.

The 1990s were a particularly challenging time for the CBC. As the federal government sought to contain spending in order to reduce debt and manage the deficit, the contribution CBC was expected to make had both immediate and far-reaching implications. The consequent budget reduction in aggregate was approximately 40 per cent, while the employee rolls were cut by about the same percentage. No area of the organisation was left untouched and the psychological impact to employees has been profound. We have parted company with many loyal and able CBC colleagues and, inevitably, our programs have been affected. As a

result of these circumstances, we have been devising strategies to try to balance our financial limitations with our mandated obligations to the Canadian public. This is by no means an easy task.

At bottom, CBC, it is well to remind ourselves, our listeners, our viewers, and our friends, is a public service. Its stock-in-trade is creativity, judgement, and professional discipline; and consistent with empowering legislation, is informed by a commitment to the well-being and betterment of the country. The CBC is its programs. Their preparation and presentation, their timeliness and substance, validate the very existence of the public broadcaster.

The CBC has always been defined by the excellence and diversity of its programs, on radio, television, and now on the Internet. It is the job of CBC management to ensure that those programs are produced at the highest level of operating efficiency and always to the public service guidelines which animate us. English Television, the most expensive of CBC services, is currently under constructive review by management. Of all our services, the competitive position of English Television is unique. In the face of the plethora of domestic and foreign (especially American) viewing choices available to Canadians, it is daunting to design a program schedule which incorporates superior quality with popular appeal. At the same time, CBC must balance the need for both national and regional productions.

While private broadcasters occupy an honourable and necessary place in the Canadian landscape, Canada's national public broadcaster was created to help us know and develop ourselves as a nation, and in so doing provide a depth of information and entertainment

alternatives. CBC's productions have nourished Canada's evolving culture, as well as our social and political structures and traditions. The CBC has also helped to connect East to West to North, French to English to Aboriginal. As Canada has changed, CBC has worked towards being broadly inclusive of all our citizens, especially the many recent Canadians who have enriched and changed the face of our country.

I hope that it is not presumptuous to say that, of all the worthwhile institutions Canada has created, there is not a more important and unique instrument than the CBC for upholding the shared values, common understanding and unity of Canadians. With the arrival of the new millennium all of us at the CBC are encouraged to redouble our efforts to win and hold audiences and to serve the national interest to the very best of our ability.

AH

Guylaine Saucier, CM, FCA

Chair of the Board

The CBC Board of Directors 1999-2000

In accordance with the Broadcasting Act, the Board of Directors is responsible for managing the Corporation. The Board is made up of 12 members, including the Chair and the President and CEO.

Guylaine Saucier, CM, FCA Chair Montreal, Quebec 2+, 3+, 4, 5+, 6

Robert Rabinovitch President and CEO Ottawa, Ontario 2, 4, 5

Hon. Perrin Beatty, PC President and CEO (resigned August 1999) Ottawa, Ontario 2, 4, 5

John Kim Bell, OC Founder and President National Aboriginal Achievement Foundation Toronto, Ontario 1, 2

John A. Campion Partner/Barrister Fasken Martineau DuMoulin Barristers and Solicitors Toronto, Ontario 1+, 2 Dr. Val H. Conway Ophthalmologist St. John's, Newfoundland 1, 2

Michelle Courchesne Vice-President, Groupe tactique Marketel Montreal, Quebec 2, 4

Roy L. Heenan, OC Chairman and Senior Partner Heenan Blaikie Barristers and Solicitors Montreal, Quebec 2, 4, 5

Jane Heffelfinger Actress/Broadcaster Monday Publishing Victoria, British Columbia 1, 2, 5

Clarence LeBreton Associate Deputy Minister Fisheries and Aquaculture Caraquet, New Brunswick 2, 5, *

L. Richard O'Hagan Toronto, Ontario 1, 2, 6+ James S. Palmer, CM, QC Lawyer and Chairman Burnet, Duckworth & Palmer Barristers and Solicitors Calgary, Alberta 2, 3, 4 + 6

W. Thomas R. Wilson President and CEO Oceanic Adventures International Toronto, Ontario 2, 3, 5, 7+

Committees of the Board

- 1. Audit Committee
- Standing Committees on English and French Language Broadcasting
- 3. Nominating and Governance Committee
- 4. Human Resources and Compensation Committee
- 5. Transformation
 Committee
- 6. Advisory Committee to the Chair on Relations with Stakeholders
- + Committee Chair
- * CBC Pension Board

Improving Corporate Governance

In 1999-2000, the Board focused on consolidating its corporate governance activities. In May, the Corporation appeared before the CRTC to seek the renewal of its licences and these licences were renewed for a seven-year term in January 2000. In July, Perrin Beatty, President and CEO of the CBC, left the Corporation. He was succeeded by James McCoubrey, Interim President and CEO. The Board had put in place a plan to ensure a smooth and proper transition to the new President and CEO, Robert Rabinovitch, who assumed office in November.

Board Composition

The Board is made up of individuals who qualify as unrelated directors, that is, who are free from management and from any business or other relationship which could, or could reasonably be perceived to, interfere with the director's ability to act with a view to the Corporation's best interest.

Conflict of Interest

While the Board does not control the appointment process of its members, it ensures that all necessary information is communicated to the Federal Government's Ethics Counselor to determine if the conditions set by the *Broadcasting Act* have been met this year. The Board scrutinized its internal rules of conflict of interest to ensure that appropriate measures are taken for the Board to function independently from management.

Corporate Governance Rules

The Board began a review of its by-laws and terms of reference defining the roles and responsibilities of the Board, the Chair, the President and CEO as well as of the Board's

committees. The Governance Committee will put in place processes designed to ensure that the Board can function independently from management.

Risk Management

The Board is increasing its monitoring of the Corporation's principal business risks.

The Corporation has adopted a succession planning process and provided for the monitoring of the integrity of its internal control and management information systems.

The Board established an Advisory Committee to the Chair on Relations with Stakeholders, to monitor and advise on external relations. Stakeholders come from various backgrounds and bring with them varied interest, issues and responsibilities. Given the Board's public service mandate, the Advisory Committee will work toward harnessing grassroots support in order to achieve its goals.

Committees

The Audit Committee supervised issues such as Y2K which necessitated a clear understanding of the Corporation's operations. The Human Resources and Compensation Committee closely monitored the establishment of responsible Human Resources policies.

In 2000-2001, the Board will rely more on its committees to perform significant monitoring and will ultimately review its methods of securing concise and relevant information.



Message from the **President and CEO**

Public broadcasting is of major importance to Canada. This was true in 1936 when the Government of Canada created the Canadian Broadcasting Corporation, and it remains just as important — if not more important — to upholding and strengthening the unique cultural, social and political nature of Canada, today. It was with this profound belief that I embarked upon my duties as President and CEO of the CBC several months ago.

Guiding my early course of action in the Office was the desire to assess and embrace change quickly in order to reinforce CBC's strengths, such as news and information, and to develop new approaches to all programming. CBC's goal is to become more efficient and relevant, and to fulfil its mandate to the Canadian people.

Thus, in December 1999 a Re-engineering Task Force was struck, headed by James McCoubrey, Executive Vice-President and COO. The Task Force was charged with examining several aspects of operations, initially focusing on English Television, transmission and distribution, property management, and sports, in order to identify the efficiencies which would enable us to focus our resources on what is essential, namely programming.

The following priorities have already been identified: distinctive programming of the highest quality; credible, independent journalism; excellence in children and youth programming; and fewer commercials. In addition, to maintain its relevance, adapt to the communications revolution , underway and secure its place in the fiercely competitive broadcasting environment, the

CBC must focus on content, strengthen its existing services and build on its core competencies. By entering into production, distribution or broadcasting partnerships with private and public players, the CBC will be able to extend its reach and make its quality programming available on several platforms including the Internet.

Canada needs a strong public broadcaster that is prepared to look beyond ratings to create platforms where artists can develop and promote their talents, and Canadians can contemplate subjects of concern to them, revel in the world's beauty, marvel at people's accomplishments or question human foibles. The CBC is mandated to provide Canadians with news about their country and the world while striking a suitable balance between regional, national and international news. It must inform citizens in the various regions of Canada about the concerns and views of people in other regions, to achieve better mutual understanding and an appreciation of differing views on national issues.

Heartfelt congratulations are due to Perrin Beatty, former CBC President and CEO. During his tenure, the CBC succeeded in Canadianising English Television's schedule, especially during prime time — contributing to a further differentiation between the public CBC and private broadcasters. In so doing, Mr. Beatty helped to strengthen the CBC's value to Canadians and also provided more opportunities for the development and showcasing of Canadian talent. This is a lasting tribute to him. Mr. Beatty accomplished much during a time of financial crisis and downsizing. He made difficult decisions and did so with style and class.

Our financial challenges and limitations continue. Yet, in recent years, and despite unremitting financial pressures, the journalists, artists and craftspeople of the CBC have demonstrated great creativity and overcome numerous difficulties in order to offer Canadians top-quality programs. This is a profound accomplishment. To continue to produce distinctive programming in a financially responsible way, CBC must rely, more than ever, on their support and that of all members of our staff. With their help, the past excellence of the CBC will be our future

Robert Rabinovitch

Tolpfoling

Transforming the Corporation

This year, the Human Resources department embarked on a three-year project to reorient itself to become a strategic partner in the management of CBC business. In this role, Human Resources will assist with organisational design and renewal, business planning and performance management, compensation, training and management development, succession planning, change management, and industrial relations strategy, policies and principles.

The traditional Human Resources department has transformed itself into a matrix organisation to better respond to the Corporation's needs. The goal is to have Human Resources practitioners working directly with managers and employees to help them accomplish their objectives, and to provide solutions and timely service delivery.

A Corporation on the Move

Early in 1999–2000, the Corporation launched its Intranet site. Conceived by Corporate Communications and Public Affairs, and implemented in collaboration with Information Technology, its purpose is to improve internal communications between management and staff, reduce geographic constraints, increase and accelerate access to information and support senior management's main transformation objectives.

Information Technology

CBC's Y2K project met all of its objectives and schedules. The project dealt with all aspects of Information Technology (IT) operations, from the seven million code lines to the 9,000 products (hardware and software) the Corporation uses, and included

a contingency plan to support critical production and broadcasting operations.

The Corporation covered an unusually high number of provincial elections this year: six in total, with some taking place fewer than five days apart. A specific infrastructure was put in place for all of them, with installations outside CBC studios and support for the four media components for application, telecommunications and server operations.

The Systems, Applications and Products (SAP) Support Centre was created to provide assistance to the 1,000 users throughout the Corporation, to safeguard the applications and infrastructure, and to make minor adjustments to systems.

A videoconference system was installed in Montreal, Ottawa and Toronto to maximise meeting time at greatly reduced cost. As well, the IT group was actively involved in implementing the following projects: Leave, Evolution, Scheduling and Broadcasting Systems, and Archives.

The IT group implemented service-level agreements with various departments, and carried out project management. It also conceived a standard format for documenting and confirming services provided for each application.

Industrial and Talent Relations

Contract settlements in the English file exceeded available Treasury Board funding. This forced the CBC to pay for part of the settlements through efficiencies, and it put even greater pressure on efforts to maintain and implement the work rule changes gained in the previous round of negotiations.

In the French file, the Corporation concluded an agreement with the Syndicat des techniciens et artisans du réseau français de Radio-Canada (STARF), and continued negotiations with the Syndicat canadien de la fonction publique (SCFP) and the Association des réalisateurs (AR) for employees in Quebec and Moncton.

In January 2000, the CBC requested that the Canadian Industrial Relations Board (CIRB) consider the merger of three bargaining units: Units 1 and 3 of the Canadian Media Guild (CMG) and Unit 2 of the Communications, Energy & Paperworkers Union of Canada (CEP). The Corporation made this request in response to CMG's November 1999 application to the CIRB to merge Units 1 and 3. The CBC believes that amalgamation of all three units would better support the changing work environment in which new broadcasting technology has led to many employees from different unions performing similar duties. As well, amalgamation would enhance employee mobility, promote administrative efficiencies and a simplified collective bargaining process, and reduce jurisdictional barriers. The CBC awaits the CIRB's response.

Succession Planning

The implementation of the Succession Process and the Leadership Development

Program continued this year with regular progress checks and an annual review of organisation charts. A succession program is in place for senior management and other key positions, and CBC is assured of succession in these positions.

On the leadership front, the CBC sent approximately 140 managers to the Niagara Institute's one-week Leadership Development Program. The current corporate training plan includes extending common management training across the CBC. The Corporation developed a profile listing the competencies CBC managers must have to be effective members of the management team.

Employment Equity

Employment Equity continued to be among the CBC's concerns this year despite a stagnant staffing situation. The Help Fund was renewed and supported more than 30 projects to enable designated group members to receive on-the-job developmental assignments and internships in production, technical and journalistic roles. In addition, CBC's French services continued their special program to attract, develop and retain skilled and talented people from designated groups.

The Help Fund and English Radio set up a partnership to attract new and diverse talents.

CBC Workforce — As of March 31

	1999	2000	Variance	%
Regular	7017	7071	54	0.77
Temporary	633	714	81	12.8

Three editions of the *Equity Newsletter* were published and distributed to all employees and to some 500 individuals, organisations and groups concerned with diversity and employment equity issues outside of the Corporation.

Official Languages

The Corporation maintained its commitment to the development and enhancement of linguistic minority communities through its programming activities and through continuing and active participation in various official languages fora.

The Vice-President, Human Resources, was appointed Official Languages Champion in answer to a directive from Treasury Board Secretariat.

The Corporation contributed to the success of the Année de la Francophonie through various programs, notably *Le Grand Train de la francophonie* and *Le Défi francophone*. It also covered the VIII Sommet de la Francophonie held in Moncton extensively, both on radio and television, and was instrumental in bringing youth from around the world to participate in *Radio jeunesse*, which aired during the event.

Health, Safety and the Environment

The Corporation has a health and safety policy as well as programs to promote the health and safety of its employees. Areas of concern include safety training, implementation of safe work guidelines, ergonomics, safety audits, the safety and health of foreign correspondents, fitness at work and disability management. Local health and safety committees meet regularly.

In line with the CBC's 1996 environmental policy, the Corporation is undertaking activities such as removing PCBs, ozone-depleting substances and asbestos from it facilities.

The Corporation is in the process of integrating all of its environmental activities and implementing precise targets and action plans.

The Media Environment

A Fast Changing Environment

The Canadian broadcasting industry continued to experience profound change over the last year.

Competitive pressures have grown as a result of the increased number of specialty television services available in Canada and have stimulated significant structural changes in the industry.

Technological developments and accelerated deployment of digital technology will rapidly eliminate bandwidth scarcity and open the door to numerous new services. The Internet is growing exponentially and may become a significant alternative to conventional program delivery in the foreseeable future. These changes will bring both opportunities and challenges.

Increasing Choice and Fragmentation

Despite the explosion of new channels, the average Canadian's television viewing time has scarcely wavered above or below 22 hours per week for more than two decades, while the average per capita listenership to radio has declined slightly to 20 hours per week in the last decade. The combination of added viewing choices and stable hours of viewing has significantly diminished market share for conventional television.

Specialty services have continued to grow at a very rapid pace but have also eroded the audience share of conventional broadcasters. This is true in terms of both viewing share and share of television advertising revenue. Between 1996 and 1999, the number of specialty television

services and their advertising revenue have almost doubled. For instance, the advertising revenue for Canadian specialty services rose to more than \$300 million in 1999 from \$155 million in 1996; the share of television advertising captured by the same services nearly doubled, increasing from 7 per cent in 1996 to 13 per cent in 1999.

A Fast-changing Industry Structure

The last few years have been dramatic in terms of changes to the industry structure as well.

In radio, the CRTC's 1998 Radio Policy allows radio broadcasters to own up to two AM and two FM stations in most urban markets. This policy has had a noticeable impact on the current market structure as smaller broadcasters have been amalgamated into larger radio groups. This has resulted in fewer but stronger players on the pational stage. The radio ownership policy has also stimulated industry revenues, with total private radio revenue rising by 8.2 per cent between 1997 and 1998, and by 3.4 per cent between 1998 and 1999.

In television, several important transactions have altered or soon may alter the broadcasting landscape. In particular:

 The CTV acquisition of NetStar, approved by the CRTC in March 2000, has authorized CTV to acquire control of NetStar Communications, the parent company of TSN, The Discovery Channel and RDS. However, CTV must divest itself of its specialty sports service, SportsNet, to maintain a competitive sports programming environment in Canada.

- CanWest Global, Shaw Communications and Corus have concluded an agreement over the division of Western International Communications (WIC) assets. If approved, CanWest Global Communications will operate television stations across Canada.
- BCE has proposed the acquisition of the CTV Television Network.
- Rogers Communications made a bid to purchase Vidéotron. At this time, this bid is being challenged by Québecor and La Caisse de dépôt et placements du Québeco.
- In the United States, America On Line purchase of Time Warner signals the unstoppable trend toward convergence.

New Distribution Platforms

There are also several developments in the area of distribution:

- All cable distributors continued to develop their infrastructures and most of the key players now offer a digital tier package. The CRTC's new policy to licence digital-only specialty services is expected to spur the deployment of digital services in the next several years.
- Rogers recently concluded a significant deal with Microsoft to use and distribute Microsoft's CE operating platform for interactive television services that Rogers will deploy in Canada.
- In March 1999, BCE launched BCE
 Media to ensure the development of
 BCE's facilities-based satellite networks
 and to become the main engine for BCE's
 presence in the broadcast distribution,
 multimedia and programming sectors.

 LookTV, Bell ExpressVu and StarChoice have also engaged in aggressive marketing programs to improve their competitiveness vis-à-vis cable distributors. Their optional packages, competitive pricing and promotion strategies presented a new alternative to traditional service delivery.

English Radio

During 1999–2000, CBC Radio One and Radio Two provided relevant, high-quality programming for Canadians. This was recognised in the record number of awards — more than 60 national and international prizes — CBC English Radio received this year.

English Radio listeners themselves were very satisfied with the programming they heard daily on Radio One and Radio Two. This was confirmed in 1999 by the results of the Nielsen Media Research/CBC Research Canadian Media Quality Ratings Survey. The Survey found that among adult Canadians who listen to the services, the percentage of Anglophones "satisfied" or "very satisfied" with Radio One was 94 per cent, and 98 per cent were equally happy with Radio Two. The percentage of "very satisfied" listeners rose significantly in 1999 to 45 per cent from 38 per cent in 1998 for Radio One, and to 47 per cent from 44 per cent for Radio Two.

In March 2000, the ČBC announced it would allocate an additional \$10.2 million to the annual base budgets of English Radio (receiving a share of \$6 million) and French Radio (a share of \$4.2 million), beginning April 1, 2000. Both services will use the funds to enhance and enrich the quality of their program schedules, as well as develop new initiatives that will extend CBC Radio's public service to more Canadians.

Schedule Changes and Specials

On Radio One, *The Hum Line* was featured weekly rather than monthly on Saturday morning's popular *Basic Black*. Together with the well-liked *Dead Dog Café*, it replaced *The Great Eastern* comedy program after its five-year run. Long-time *Ideas*

host Lister Sinclair passed the reigns to documentary producer and occasional host Paul Kennedy. On both Radio One and Radio Two, Marjorie Doyle retired as the host of That Time of the Night.

There were a number of high-profile specials this past year on Radio One and Radio Two, including these:

- Great Pianists of the 20th Century, on various Radio Two programs from January to May 1999, and subsequently carried on 135 National Public Radio stations in the United States:
- From Naked Ape to Superspecies, a documentary series hosted by David Suzuki, broadcast from April to May 1999 on Ideas;
- Never Again, a recorded concert from Montreal's Notre-Dame Basilica marking the 10th anniversary of the massacre at the École Polytechnique de Montréal featured on Radio Two's Take Five in December 1999;
- Alice in Cyberspace, a radio drama with both Web and stand-alone radio components, December 1999;
- two New Year's Eve specials, Champagne, Moose and Maple Syrup on Radio One and The Millennium Opera Gala, broadcast live from Roy Thomson Hall on Radio Two;
- The Nova Scotia Kitchen Party, a weekl performance hour of Maritime and Celtic music on Radio One, and picked up by various broadcasters around the world, including BBC Scotland; February to April 2000; and

 21" Annual Canadian Literary Awards, winners announced March 8, 2000, in partnership with the Canada Council and Saturday Night.

Regional Reflection

English Radio is deeply rooted in the communities and regions of Canada, reflecting them to both themselves and the country as a whole. This is one of English Radio's greatest strengths and most distinctive features. More than 85 per cent of the English Radio schedule consists of programming either produced in the regions or directly reflecting the regions.

English Radio is present in 48 locations from coast to coast to coast. Thirty-seven of these locations originate programming for a local audience.

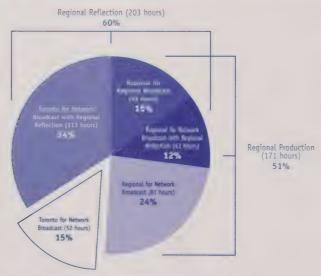
Cross-cultural Initiatives

Programs such as C'est la vie, a weekly current affairs program on Francophone issues, and the long-running A Propos, showcasing Francophone music for an English-speaking audience, are the key means by which English Radio promotes greater cross-cultural expression and understanding.

Showcasing Canadian Talent

The commissioning, production and broadcast of original performance programming are key elements of the English Radio mandate, and an important part of what makes English Radio distinct from other Canadian radio broadcasters. Currently, English Radio broadcasts a total of 60 hours per week of original performance programming: 13 hours on Radio One and 37 hours on Radio Two, with regional performance

CBC Radio One and Two: Regional Reflection and Production 1999-2000



Note: Total of Regional Reflection and Production is 284 hours (85%)

	Fall 1995 %	Fall 1996 %	Fall 1997 %	Fall 1998 %	Fall 1999 %
Radio One	7.8	8.0	7.7	7.7	7.4
Radio Two	3.3	2.9	3.0	3.3	3.4
Combined	11.1	10.9	10.7	11.0	10.8

Note: Based on Anglophone listening in areas serviced by a CBC station.

Source: CBC Research (BBM)

programs produced in various locations contributing another 10 hours per week.

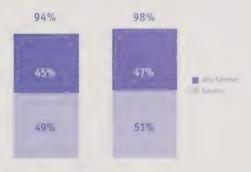
English Radio is proud of the significant contribution it has made to the careers of great Canadian musicians and artists, such as opera singer Ben Heppner and the popular music group, Barenaked Ladies.

Audiences

For the past five years, English Radio's share of listening has been remarkably stable. The fall 1999 BBM ratings showed the combined share of listening to Radio One and Radio Two at just under 11 per cent. Radio One captured a 7.4 per cent share of the Anglophone audience 12 years of age and older, while Radio Two obtained a 3.4 per cent share of that same group. Meanwhile, the reach of the services (the total number of people who listen over the course of a week) continued to be more than 3.5 million Canadians.

CBC Radio: Satisfaction

Proportion of CBC listeners "Satisfied" or "Very Satisfied" Anglophones 18+



CBC Radio One CBC Radio Two
Source: CBC Research (QRS 1999)

French Radio

During 1999–2000, French Radio continued to diversify its content and increase its regional presence while significantly consolidating its existing services. Programming on both networks was subject to numerous changes, particularly on the Chaîne culturelle, which strengthened its music programming during peak hours.

The Première Chaîne had an exceptional year, drawing an audience share of 7.9 per cent, its best performance in 12 years. The Chaîne culturelle consolidated its share following the launch of a new classical-music station in Montreal the previous year.

In March 2000, the CBC announced it would allocate an additional \$10.2 million to the annual base budgets of French Radio (receiving a share of \$4.2 million) and English Radio (a share of \$6 million), beginning April 1, 2000. Both services will use the funds to enhance and enrich the quality of their program schedules, as well as develop new initiatives to extend CBC Radio's public service to more Canadians.

Schedule Changes

The Première Chaîne maintained its general direction and created new programs to

emphasise two major aspects of the public radio mandate: Francophone song and national and international news. Among the new programs were the following:

- from Quebec City, Y'a pas deux chansons pareilles, a daily program about Francophone song;
- from Rimouski, Plaisirs de la nuit, a weekly program combining music, the spoken word and poetry;
- the daily Les refrains d'abord, became a weekly program drawing on the great song repertoire;
- Histoire de parler, a program on the history of the French language;
- Bulletins de l'histoire, short daily news features on significant moments of the past millennium;
- Sans frontières, a daily magazine dealing with major national and international issues; and
- Veilleur de nuit, a program combining music, features and news from around the world.

CBC French Radio Audience Share

	Spring 1996 %	Fall 1996 %	Spring 1997 %	Fall 1997 %	Spring 1998 %	Fall 1998 %	Spring 1999 %	Fall 1999 %
Première Chaîne	6.2	6.0	6.6	7.1	7.8	6.3	7.3	7.9
Chaîne culturelle	2.6	2.5	3.1	2.9	3.0	2.2	1.9	1.9
Combined	8.8	8.5	9.7	10.0	10.8	8.5	9.2	9.8

French Radio provided more news and information programming than ever before from across the country and throughout the world. Journalists not only reported the facts of events such as the war in Kosovo, the WTO Conference in Seattle and the many provincial elections, but also explained, on current and public affairs programs, the meaning of the significant upheavals of our times.

The integration of Sports, in addition to that of Info-culture last year, laid the foundations for a large-scale News and Information department capable of distinguishing itself with its varied expertise and flexibility.

On the Chaîne culturelle, the fall-winter 1999–2000 schedule devoted more time to music, with the broadcast of several programs, including *Radio-concerts*, which featured the best orchestras in the world. Among the new programs were these:

- Tant qu'il y aura des matins, a daily program offering four hours of selected music;
- Multimédi'art, a daily show discussing the country's cultural life;
- L'échappée belle, a late-afternoon music program from Quebec City;
- Escale jazz, a selection of the best in jazz for end-of-day commuters; and
- Un dimanche à la radio, a program about literature, theatre and the visual arts.

Reflecting the Regions and the Francophone World

In February, French Radio inaugurated a new regional station in Rouyn-Noranda. The station has a team of seven people who produce six local newscasts and five-and-a-half hours of local programming daily.

In addition to numerous specials produced in the various parts of Canada, the two French Radio networks once again aired regular programs produced by regional stations, such as the following:

- from Ottawa, La presse d'un peu partout, Le jeu du XX^c siècle and Tournée d'Amérique;
- from Quebec City, Y'a pas deux chansons pareilles, D'un soleil à l'autre and Couette et café;
- from Moncton, Bande à part;
- from Vancouver, Ici Vancouver and Le monde à Lanvers;
- from Rimouski, Plaisirs de la nuit;
- from Winnipeg, Escapades;
- from Toronto, Une planète, des religions; and
- from Windsor: Au détroit de la nuit.

Radio-Canada's stations provided audiences across the country with full coverage of the VIII^e Sommet de la Francophonie in Moncton. In particular, the Moncton station was involved in *Radio jeunesse*, in which young people from a number of Francophone countries took to the air to express their concerns.

The regions made a significant contribution to national news and information with more than 3,000 regional pieces being broadcast on network news and public affairs programs on the Première Chaîne. Regional production alone accounted for more than 85 per cent of total production on the Première Chaîne this year.

Cross-cultural Programming

The French and English Radio networks continued to work together on music and drama. Dozens of concerts were exchanged among the networks, and the winning scripts from the drama contests were translated and presented on the sister stations. In the course of the year, the foundations for further collaboration were laid in the area of documentary programs. In several of the country's stations, close relationships were also formed to provide journalistic coverage.

Arts, Culture and New Talent

If there is one area in which the role of French Radio expanded in 1999–2000, it was certainly the development of talent. A memorandum was signed with the Fédération culturelle canadienne-française to create synergies among Francophone organisations working in the arts across the country. This will mean more concerted action in production initiatives related to literature, theatre, music and the visual arts.

New voices were heard throughout the entire year on *Un p'tit air de samedi soir* and *Au cabaret des Refrains...*, not to mention through the involvement of staff from all the stations in song and music festivals.

English Television

This year, English television began moving ambitiously towards becoming a more distinctively "public" broadcaster. The commitment to show more arts and performance programming, as well as more amateur athletics was evidence of this new direction. There was some reduction in the impact of commercials on the schedule, and more initiatives are on the way.

CBC Thursday presented high-quality arts and performance programs, such as *Live* from the NAC, Herbert Norman: The Man Who Might Have Been and Rock Choral. These programs were offered without commercial interruption.

The network created a regular, high-profile spot on Saturdays for Canadian amateur sports, many of them covered only by the CBC: swimming, diving, track and field, badminton and table tennis. The number of sports featured on CBC has risen to 19, and the network increased its coverage of amateur sport by 50, hours this season. Perhaps the highlight was *Hockey Day in Canada*, a full day dedicated to hockey — children's, minor league, women's and professional — and issues affecting our national game. *Hockey Day in Canada* will become an annual event on CBC.

Our expanded sports coverage complements our presentation of the pinnacle of amateur athletics, the Olympics. The next five Olympic Games, Winter and Summer, will be broadcast on CBC. After Sydney, our production team will prepare for the 2002 Winter Games in Salt Lake City.

A spectacular joint programming initiative involving our information and entertainment departments, regional stations and CBC Newsworld was the groundbreaking

coverage of the turning of the millennium, 2000 Today. For 26 hours, CBC tracked the dawning of the year 2000 across the world and in every Canadian time zone. Innovative use of the Internet allowed Canadians to recollect moments from the past. Thirty-nine per cent of Canadians watched at least part of the broadcast, and when Canada celebrated the millennium changeover, an average of 1.3 million Canadians watched CBC, more than any other network.

News and Information Programming

CBC News covered major Canadian milestones again this year. The Corporation was in Iqaluit as Host Broadcaster for the ceremonies marking the creation of Nunavut. Later, CBC broadcast live from the installation ceremony for the new Governor General, Adrienne Clarkson (a CBC Television alumna).

With our regional news operations, CBC covered six provincial elections in 1999–2000. This coverage was particularly important, as private networks seem to be moving away from provincial election coverage. In Manitoba, CBC provided the only comprehensive results throughout election night.

CBC News dispatched its top foreign correspondents to provide Canadians with first-class coverage of the Balkans conflict.

Pier 21 in Halifax, the arrival point for thousands of immigrants to Canada, was refurbished and re-opened to the public this year, and CBC provided live coverage of ceremonies celebrating the contributions of immigrants to our country.

the fifth estate opened its 25th season with Major Misconduct, which sparked broad coverage of the impact of Russian organised crime on the National Hockey League and its Russian players. The series closed its season with an investigation into the conviction of Steven Truscott, His Word Against History. Well over a million Canadians watched this special report.

Entertainment Programming

Our premium arts and entertainment series continued to draw the largest audiences for Canadian programming. The Royal Canadian Air Farce and This Hour Has 22 Minutes attracted more than a million viewers each week, and Da Vinci's Inquest retained its position as the highest rated Canadian drama series.

In this year's Nielsen Media Research/CBC Research Canadian Media Quality Ratings Survey, Canadians overwhelmingly selected CBC as the broadcaster with the best Canadian programming overall. In fact, CBC broadcast nine of the top ten and 17 of the top 20 Canadian dramatic and entertainment series this year.

The Nature of Things celebrated its 40th season in 1999–2000. Opening the season was Phallacies, a ratings blockbuster. Later, the two-part Race for the Future presented a dazzling journey into the natural world, technology and medicine, as covered by the series over the past 40 years.

CBC again hosted all major English-Canadian award programs: the Junos, Geminis, Genies, National Aboriginal Achievement Awards, Governor General's Awards and East Coast Music Awards. And of course, CBC joined Canadians in celebrating the country's birthday on Parliament Hill.

Canadian Movies and Mini-series

This spring, Anne of Green Gables: The Continuing Story averaged 2.25 million viewers over two nights, a remarkable achievement, particularly since it had a larger audience than did Who Wants To Be a Millionaire, the American ratings phenomenon, which aired at the same time.

Other ratings and critical successes included the following:

- Must Be Santa;
- Dead Aviators:
- One Heart Broken Into Song;
- External Affairs; and
- · Trial by Fire.

Sports

Our sports producers, on-air talent and technicians are the finest sports programmers in the country, and this year they again demonstrated the quality of their work with coverage of the broadest range of sporting events available on any broadcast network in North America.

CBC again demonstrated its commitment to Canada's amateur athletes with coverage of the *PanAm Games* in Winnipeg, *World Cup* swimming in Edmonton, and Canadian and world championships in athletics, canoeing and kayaking, mountain biking, equestrian, skiing and snowboarding, gymnastics, table tennis and badminton.

CBC's Hockey Night in Canada doubleheaders were again the network's mostwatched programs. On average, 1.3 million Canadians watched the first game and

Television Stations with the Best Canadian Programs



¹ Includes CBC Newsworld ² Includes CTV News Net Base: Respondents who watch Canadian programs Source: QRS 1999

almost 700,000 the second, despite its late start in Eastern Canada. CBC covered the men's and women's curling World Championships, the Scott Tournament of Hearts, the Labatt's Brier, Blue Jays baseball and Canadian Football League games, and continued its long tradition as broadcaster of the Grey Cup. CBC created a successful prime time program, from Skins Golf at Mont Tremblant, Another successful CBC creation was The Nations' Cub, a challenge between the top women golfers in Canada and the United States. We covered the Molson Indy in Toronto and Vancouver, and numerous other professional and amateur competitions.

Programming Partnerships

CBC relies on Canada's independent producers for 60 per cent of its arts, entertainment and documentary programming, including our top-rated series Da Vinci's Inquest, This Hour Has 22 Minutes, The Royal Canadian Air Farce, The Red Green Show and Anne of Green Gables: The Continuing Story

This year, in cooperation with Radio-Canada, we jointly produced *The Canada* Day Special. The Governor General's Awards and *The Genie Awards*. Other cross-cultural initiatives included the airing of complete French-Canadian programs, such as Marguerite Volant, Omertà and Les Orphelins de Duplessis. French-Canadian feature films comprised 27 per cent of our Thursday night movie showcase.

CBC is a key partner in the new Aboriginal Peoples Television Network (APTN), furnishing the network with daily news and information, and weekly current affairs programming in English, Inuktitut and Cree.

CBC cooperated with TSN in the coverage of the *PanAm Games* in Winnipeg, sharing facilities, commentators and programming to bring Canadians comprehensive and compelling coverage.

Ratings

With one notable exception, most Canadian conventional broadcasters recorded shares in 1999–2000 below the levels they attained for the same period in 1998–1999. In terms of overall shares, decreases ranged from 5 per cent (CHUM) to 8 per cent (CBC), while the drops in prime time shares ranged from 4 per cent (WIC) to 11 per cent (Global and CHUM).

The situation is similar for American networks. This year, the conventional American stations recorded an overall share of 17.6 per cent for the 1999–2000 broadcast year, compared to the 18.2 per cent share recorded for last year.

The ratings drop at conventional networks resulted from continued fragmentation of the audience. Canadian and American specialty channels (including CBC Newsworld) now capture 36.6 per cent of all English television viewing. This represents a 7 per cent increase over the same period in 1998–1999.

CBC's average overall share in the 1999–2000 broadcast year stands at 6.6 per cent, a decrease of about half a share point, or 8 per cent, from its average share for the same period last year. The situation is similar in prime time: this year's average share is 8.4 per cent, down from the 9.1 per cent recorded for the same

period last year. CTV was the only Canadian conventional broadcaster that did not lose audience share this year, reaping the benefits of simulcasting the incredibly popular ABC game show, Who Wants To Be A Millionaire. CTV's overall share indicates that its gains in prime time all but disappear, however, when its performance in non-prime hours is considered.

Even in a fragmented marketplace, CBC English Television continued to set the standard in the categories that are central to its mission:

- English Television drew 38 per cent of the audience for Canadian programs in prime time;
- English Television is seen as providing the best Canadian programs; and
- English Television produces the most believable news.

Top 10 Canadian Entertainment Series

Rank	Network	Program	AMA (000)
1	CBC	Royal Canadian Air Farce	1250
2	CBC	This Hour Has 22 Minutes	988
3	CBC	Wind at My Back	836
4	CBC	Red Green Show	824
5	CBC	Da Vinci's Inquest	803
6	CBC	This Hour Has 22 Minutes (r*)	749
7	CBC	Made in Canada	634
8	CBC	Royal Canadian Air Farce (r)	575
9	CBC	Nothing Too Good For a Cowboy	544
10	CTV	Cold Squad	511

^{*} Avg audiences in previous timeslots: This Hour Has 22 Mins (Fri, 7pm wks 6-24)=359

Source: CBC Research (Nielsen Media Research)

French Television

Welcoming the New Millennium

In 1999–2000, French Television concentrated on renewal and creativity in its four areas of programming excellence: information, Canadian drama, youth and culture. French Television also welcomed the new millennium with special programming on the history of humanity: Chronique d'une fin de millénaire; Découverte hors-série: 300 ans de sciences au Canada; 2000 ans de cinéma; 2000 ans après Jésus-Christ and Aujourd'hui 2000.

News and Current Affairs

Thanks to the creation of a documentary department in 1998, first-rate Canadian documentaries continued to fill a significant part of the schedule. In addition to two noteworthy documentaries (En quête de Jean Drapeau and Découverte hors série: 300 ans de science au Canada), there were some 30 other unique documentaries in regular time slots.

The schedule included 12 current affairs programs, in addition to four daily regional, national and international newscasts.

French Television was also present at the year's major events. Among the news specials were the following:

- *Nunavut*, *notre terre*, the official ceremonies marking the creation of Nunavut;
- the VIII^c Sommet de la Francophonie held in Moncton and attended by representatives from 52 countries, with youth as the central theme; and
- the installation of the Governor General on October 7, 1999.

Canadian Drama

In 1999–2000, French Television aired an average of 20 hours of Canadian drama weekly, including several top-quality drama specials:

- Chartrand et Simonne, a series featuring two well-known Quebec personalities, labour activist Michel Chartrand and his wife Simonne Monet;
- Gypsies, the first series written exclusively for television by Arlette Cousture, the author of the bestseller and acclaimed TV series Les Filles de Caleb, dealing with the world of gypsies; and
- Quadra, a dramatic mini-series adapted from a novel on the theme of forgiveness.

Sequels to two prestigious series, *Réseaux* and *L'Ombre de l'épervier II*, were also broadcast.

Culture

For the past few years, French Television has increased its cultural programming.

Besides returns from the previous season (De bouche à oreille, La Vie d'artiste and Christiane Charrette en direct), the schedule featured three new arts magazines: a literary magazine (Jamais sans mon livre) and two regional magazines (Trajectoires, produced in Moncton and Expresso, produced in Ottawa).

The flagship Sunday night program *Beaux Dimanches* also carried more cultural shows, such as television plays, repertory films, musical performances, dance, and artistic or

cultural documentaries, including the following:

- two plays by Quebec authors adapted for television: 15 secondes by the young playwright François Archambault, written at the request of actor Dave Richer, who has cerebral palsy, and Albertine en cinq temps, one of Michel Tremblay's best;
- Talk Radio, the TV adaptation of American author Eric Bogosian's play, which garnered the best ratings for any television play broadcast this year;
- Le Nouveau-Brunswick reçoit, a show presented in Bouctouche as part of the VIII Sommet de la Francophonie;
- Riopelle Sans titre, 1999, collage, a riveting portrait of a major Canadian painter whose work marked the century just past; and
- several galas celebrating the vitality of cultural expression in all its forms: Gala des Prix Gémeaux for television, Gala de l'ADISQ for songs and musical shows, Soirée des Masques for theatre, and Les Prix du Gouverneur général pour les arts de la scène 1999 for the performing arts.

Youth

In 1999–2000, French Television aired more than 20 hours a week of programs for youth, from toddlers to teenagers, including seven new Canadian programs. Canadian content in youth programs reached 63 per cent.

Among the new Canadian programs were Tohu-Bohu (featuring characters from tales and novels) and OlympiquadO (designed to acquaint young people with Olympic sports). Returning programs included La Boîte à Lunch, which has won many

awards, such as the prestigious International Youth Award in Munich, and *Watatatow*, which, in its ninth season, continues to explore teenagers' experiences.

The French services website has a wealth of Francophone content for young people, particularly in the material developed specifically for the Internet. For instance, Fd6 features virtual characters such as Nico, who has crossed over to television to become the virtual cohost of the series OlympiquadO.

Regional Reflection

This was a particularly productive year for French Television's Moncton station, which covered several major events for the Acadian community, including the Congrès mondial acadien in Louisiana and the VIII's Sommet de la Francophonie in Moncton.

Regional French stations aired programs for regional audiences in addition to their daily news programs: programs for young people (Musikotrip, Atlantic Canada; Clan Destin, Alberta), general interest magazines (Cap à l'Est, Quebec City and Eastern Quebec; Sur la même longueur d'onde, Saskatchewan), a quiz show (Des Mots et des maux, Ontario-Outaouais) and galas (Chant'ouest, Manitoba; Ontario Pop, Ontario-Outaouais). Independent producers in the regions made approximately one quarter of these programs.

Some 188 hours of programs produced in English Canada (coproductions with the CBC and private English-Canadian broadcasters) and broadcast on French Television also reflected Canada's regions.

On the Network

This year, in addition to the regular regional programs (La Semaine verte and Second regard

Prime Time Television Audience Shares

Among Francophones, 7 - 11 p.m., September 1999 to end of February 2000 (%)

	1998-1999	1999-2000
Radio-Canada	25.4	25.8
Other French non-pay	44.5	44.0
French pay/specialty*	11.3	12.7
English Services	16.9	15.4
Others	1.9	2.1

* Includes RDI

Source : CBC Research (Nielsen Media Research)

in Quebec City, Chez nous and Vie de chalet in Ontario and L'Accent francophone in Saskatchewan), there were two new regional shows: Trajectoires from Atlantic Canada and Expresso from Ontario.

The network also broadcast several specials from the regions: Le Nouveau-Brunswick reçoit; Cajuns des bayous, Acadiens de partout; Festival franco-ontarien 1999 : La Francophonie canadienne de grandes chansons; and Célébrons la francophonie canadienne.

Reflecting our Society's Diversity

French Television has always sought to provide a faithful reflection of the many faces of our society. Throughout the year, various programs supported this objective:

- the series *Pareil pas pareil*, aired in the summer and hosted by Olympic wheelchair champion Chantal Petitclerc, offered weekly portraits of people with disabilities, focusing on their abilities rather than on their limitations;
- the documentary Le phénomène hip hop explored hip hop music, which was created by black youth in large American cities and has become a form of expression

for many young people in our own multicultural cities: and

 Solstice Rouge 99 — Voix de femmes, taped at the Maison de Radio-Canada in Montreal as part of the ninth Présence autochtone festival and featuring singers representing the diversity of Aboriginal culture in Canada.

Partnerships

Again this year, French Television relied on numerous innovative partnerships and collaborations in production and broadcasting. For instance, an agreement with Télé-Québec for the past few years to coproduce and broadcast television plays has made possible the return of theatre to television. In March 2000 French Television filed an application for a CRTC licence to create a specialty arts network with Télé-Québec and other partners (BCE Media, La Sept ARTE and L'Équipe Spectra).

Collaborations with Francophone cultural institutions, such as the Montreal International Jazz Festival, the Quebec City Summer Festival, the Lanaudière Festival, the Festival Montréal en lumière, the World Film Festival and the FrancoFolies de Montréal, provided new sources of

Top Canadian Programs on CBC French Television

September 1999 to end of February 2000

		Average Audience (000)
1.	La Petite Vie – Spécial An 2000*	2625
2.	La Petite Vie (repeats)	1865
3.	4 et demi	1822
4.	Chartrand et Simonne	1562
5.	Gala des Gémeaux*	1543
6.	L'Ombre de l'épervier	1511
7.	Maurice Richard	1504
8.	La Fureur – Spécial de la rentrée*	1443
9.	Un gars, une fille	1407
10.	. 4 et demi en folie*	1371

* Single program or special
Source : CBC Research (Nielsen Media Research)

programming and enabled French Television to contribute to the development of the arts and culture in French Canada.

In 1999-2000, French Television established a policy to support full-length Canadian feature films: \$3 million per year for development, investment and licence fees, and an additional \$1 million for promotion. The strategy is based on increased collaboration with stakeholders in the film world. To that end, Radio-Canada set up an advisory committee to advise on its initiatives and action strategies. Committee members hail from industry and associations of producers, distributors, directors, performers and authors.

Canadian Content

Between April 1, 1999, and March 31, 2000, the rate of Canadian content on French Television remained at an average of 78 per cent during the broadcast day, and 86 per cent during prime time.

Out of the entire schedule, 48 per cent of the Canadian programs broadcast (other than information and sports programs) were made by Canadian independent producers. During prime time, the share of Canadian independent productions reached 57 per cent of the Canadian programs broadcast.

CBC Newsworld

In the face of increased competition, CBC Newsworld maintained its position as Canada's premier all-news network dedicated to live coverage, insightful analysis and credible journalism that serves the public interest. CBC Newsworld also plays a vital role in the Canadian landscape by fostering a dialogue among Canada's many regions.

The Canadian Radio-television and Telecommunications Commission validated this important work in January 2000 when it renewed CBC Newsworld's licence for another seven years and granted the network an \$0.08 a month rate increase. With the added resources, CBC Newsworld will develop new programs emanating from many new points across the country, acquire new satellite trucks, create a mobile network of video journalists and further develop its joint projects and partnerships with independent producers.

This year, CBC Newsworld celebrated its tenth birthday. Initiatives honouring this important milestone included the creation of the Joan Donaldson Newsworld Scholarship (granted to aspiring university journalism students), a travelling interactive exhibit and a documentary, *Decade of Fire*, that recalled the major news events of the past decade through the eyes of CBC Newsworld journalists.

Live Coverage

In 1999–2000, CBC Newsworld continued to be Canada's premier source for live news, broadcasting more than 1,300 live news events. CBC Newsworld provided extensive live coverage of the APEC Inquiry, the bidding war between Air Canada and Onex for control of Canadian Airlines, the wedding of Prince Edward to Sophie Rhys-Jones, the retirement of Wayne Gretzky, the school shootings in Littleton, Colorado, and Taber,

Alberta, and the untimely deaths of Michel Trudeau and John F. Kennedy Jr.

CBC Newsworld delved deeply into complex issues and events for added context and analysis with daylong live explorations. Well-publicised examples included *Polytechnique*, an examination of the legacy of the horrific shootings 10 years ago at the École Polytechnique de Montréal, and *Canada's Farm Crisis*, a call to action by Canada's struggling farmers.

Another significant live presentation was *Everest 2000*, featuring exclusive daily live climb reports from Calgary native Byron Smith as he ascended Mount Everest.

New and Returning Programs

In 1999–2000, CBC Newsworld continued to demonstrate its unique and essential ability to reflect the many faces of Canada with a new stream of daily news programs and by strengthening its presence in the regions.

Several times a day, live from CBC Newsworld's National News Centre in Toronto, *Newsworld Today* hosts Ben Chin, Carole MacNeil, Mark Kelley and Lorne Saxberg added context and analysis to major stories by interviewing key newsmakers.

As the only national program to broadcast live from Vancouver in prime time, the weekly current affairs talk show @The End offered an intelligent, urban British Columbia perspective on news events and issues.

Live from Halifax, Health Matters with Norma Lee MacLeod continued to be the only daily half-hour television program focused entirely on health issues to help Canadians make sense of the flood of medical news. Chief CBC Correspondent Peter Mansbridge brought his award-winning interviewing talents to CBC Newsworld this season for a compelling series of conversations with Canadian newsmakers from all walks of life on Mansbridge One On One.

On the international front, Ian Hanomansing and Joe Schlesinger combined to bring news from Europe, Africa and Asia on the weekly Foreign Assignment.

Returning series Rough Cuts and The Passionate Eye brought audiences world-class documentaries from Canada and abroad. One of the highlights was the Canadian television premiere of Steven Spielberg's Academy Award-winning examination of the Holocaust, entitled Last Days.

In other returning programs, political debates raged on *counterSpin* with Avi Lewis, viewers began their days with news on CBC Morning, and Newsworld Reports with Alison Smith wrapped up the day's news. Newsworld Business News kept money-watchers up to speed, youthful reporters criss-crossed Canada to document cultural differences on Culture Shock, and The National kept everyone informed.

Partnerships

CBC Newsworld's commitment to the Canadian independent production community is an integral component of the network's strategy to bring high-quality, diverse programming to its broadcast schedule and to encourage the development of Canadian talent.

This year, independent producers such as High Road Productions (counterSpin with Avi Lewis), Mixed Media (Culture Shock) and Key Media (Fashion File) brought energy and new areas of expertise to complement CBC Newsworld's existing programming.

CBC Newsworld partnered with the Réseau de l'information to make Culture Shock a reality. Further collaboration with our French-language all-news counterpart is planned to better reflect, in English, the debates and discussions that occur within French-speaking Canada.

The compelling documentaries produced for *Rough Cuts* rely on the cooperation and support of a broad range of partners from across Canada. These include the Canadian Television Fund, the National Film Board, provincial funding agencies, other specialty channels, including WTN, Vision TV, SCN and the Knowledge Network, and regional CBC stations from coast to coast.

Moral Divide, a weekly window on the religious, spiritual and ethical issues behind the stories CBC Newsworld covers, was produced in collaboration with Vision TV.

CBC Newsworld, a founding partner of Cable in the Classroom, works with the Canadian cable industry to deliver more than 50 hours a year of original, commercial-free programming for school children.

Distribution and Audiences

Seven million Canadians watch CBC Newsworld each week. It is available in 8.8 million subscriber households, which is more than any other Canadian specialty channel. In addition to cable, CBC Newsworld is also available via direct-to-home and microwave distribution systems.

The 1999 season (broadcast year ended August 31, 1999) saw an audience share of 1 per cent, which is more than the share of any other specialty all-news network. The network's presentation of the New Year's Eve marathon special, 2000 Today, attracted a peak minute-by-minute audience of 466,000, the second largest audience in network history.

Le Réseau de l'information

The first day of the new millennium marked the fifth anniversary of the launch of the Réseau de l'information (RDI). It was a fitting occasion for this forward-looking network, which has already set the standard for French-language all-news services.

In January 2000, the Canadian Radiotelevision and Telecommunications Commission granted RDI a rate increase, which will enable the network to set up new program initiatives aimed at increasing live reports, offering better coverage of regional activities and airing more programs of interest to young Canadians.

Over the past five years, RDI's programming formula has been simple: air newscasts every hour, headlines every half hour, in-depth coverage of events in all regions of Canada and around the world, and many live specials (nearly 1,000 in 1999–2000).

New Programs

- Mémoire d'un pays, a 13-part documentary series produced by 13 Canadian producers, dealt with the settlement in Canada of people from cultural communities from around the world.
- Un Canadien à... presented information about various countries as seen through the eyes of a Canadian journeying there. Areas visited in 1999–2000 included Singapore, Bangkok, Mexico, France, Jerusalem and Iceland.
- Culture-choc broadcast 11 new episodes featuring young journalists from across the country reporting on Canadian realities. This series is also shown on

CBC French Television (and on CBC Newsworld as Culture Shock).

 Toute une époque... vue par l'ONF, a series hosted by Bernard Derome, featured some 100 renowned National Film Board documentaries depicting the history and cinema of Canada.

Specials

During the year, RDI aired 962 specials covering news events of all sorts, both at home and abroad. Among the events were the following:

- the NATO strikes in Yugoslavia in spring 1999;
- . Wayne Gretzky's retirement:
- Prime Minister Chrétien's attendance at the NATO Summit;
- Julie Pavette's space mission:
- . the Quebec nurses' illegal walkout;
- . the funeral of King Hassan II of Morocco;
- the 40th Premiers' Conference:
- the funeral of former Montreal Mayor Jean Drapeau;
- the earthquake in Turkey;
- . the President of France's visit to Quebec;
- the tribute to actor Jean-Louis Millette, who died on September 29, 1999;
- the swearing in of Louise Arbour as a Justice of the Supreme Court of Canada;

- . the crash of EgyptAir Flight 990; and
- . the statement on New Brunswick's public finances.

Regional Reflection

Regional news and reality are shown daily on RDI thanks to program segments prepared by Radio-Canada's regional stations: L'Atlantique en direct, Le Québec en direct, L'Ontario en direct and L'Ouest en direct.

In 1999–2000, the regions took part in the presentation of many specials. For example, RDI broadcast election night coverage in six provinces. RDI also covered regional topics such as the doping crisis at the PanAm Games in Winnipeg, the fatal multi-vehicle accident on Highway 401 in Ontario, the arrival of illegal Chinese migrants in British Columbia, the truckers' blockade in Abitibi, the trucking industry crisis in the Maritimes, and the New Brunswick budget.

Distribution

RDI now has 7.5 million subscribers, including 2 million in Quebec, an increase of 500,000 over last year, coming mostly from Anglophone markets.

Partnerships

RDI is closely linked to its Englishlanguage counterpart, CBC Newsworld. The two networks share certain resources, jointly produce programs such as *Culturechoc/Culture Shock* and broadcast specials.

Since its launch, RDI has been involved in partnership agreements and strategic alliances with other broadcast organisations, such as CNN News Source, France Télévision, Société nationale de Radio Télévision Française d'Outremer, Télévision Suisse Romande, Radio Télévision Belge de la Communauté Française and Euronews.

Top Specials Aired on RDI

April 1999 - January 2000

		Reach (000)
1.	Soirée hommage à Maurice Richard	649
2.	Winnipeg 99 - Clôture des Jeux panaméricains	482
3.	Mariage du Prince Edward	305
4.	Fusillade à l'école secondaire de Littleton	272
5.	Décès de Jean Drapeau	272
6.	Rejet de l'entente de principes par les infirmières du Québec	271
7.	Service funèbre du Père de la Sablonnière	261
8.	Les élections en Nouvelle-Écosse	257
9.	Exécution de Stanley Faulder : le point des autorités	245
10.	Écrasement du vol 990 d'EgyptAir	239

Source : CBC Research (Nielsen Media Research)

French Specialty Television Market Shares
Among Francophones, 6 a.m. to 6 a.m., September 1999 to March 2000 (%)

	1998-1999	1999-2000
RDI	2.5	2.3
Le Canal Nouvelles	0.7	0.9
TV5	0.8	1.1
Canal D	1.9	2.0
Canal Vie	1.0	1.3
Canal Famille	2.0	1.9
Télétoon	2.6	3.2
Réseau des sports	2.2	2.4
Musique Plus	0.6	0.8
Musimax	0.3	0.5
Météo Média	0.5	0.6
Séries +*	-	0.2
Historia*	-	0.1
Évasion*	-	0.1
Canal Z*	-	0.2

^{*} Went on air January 31, 2000 Source: CBC Research (Nielsen Media Research)

Radio Canada International

Radio Canada International's (RCI) mandate is to increase awareness of Canada and acquaint the world with Canadian culture and values. RCI broadcasts in seven languages (English, French, Spanish, Russian, Ukrainian, Mandarin/Cantonese and Arabic) by shortwave, satellite and over the Internet (*rcinet.ca*). Public, private and university stations in various countries also retransmit RCI programs.

During 1999–2000, RCI organised the biennial conference, Challenges for International Broadcasting VI. It also prepared for its spring 2000 relocation to the Maison de Radio-Canada.

RCI received the Bronze Medal at the Grand Prix International Radio de l'URTI (International Radio and Television University) for the program Chaloupier, un métier rare sinon en voie de disparition.

RCI's second year of stable funding was a building year in several areas: programming, new services and equipment, as outlined below.

Programming

RCI introduced several programming initiatives during 1999–2000:

- the nightly broadcast of RCI news bulletins on CBC's French Radio network in the autumn;
- the second rebroadcast of the daily Mandarin program;
- the production of programs or parts of programs in Winnipeg during the PanAm Games, in Moncton during the VIII^s Sommer de la Francophonie (coproductions)

with CBC French Radio in Moncton and the broadcast of RCI programs on the Atlantic network of CBC French Radio) and numerous programs from festivals in various Canadian cities:

- coproductions with its radio partner IMER (Instituto Mexicano de la Radio) of reports about NAFTA, five years later;
- the coproduction of a one-hour program with Radio Guangdong in Guangzhou, China, aired live on Radio Guangdong (a first!):
- stories in various languages from across Canada (Nunavut, Yellowknife, Halifax, Edmonton, Vancouver and Prince Edward Island) as part of the Discover Canada project;
- emphasis in the daily Ukrainian programming on subjects related to democratic institutions, the transition to a market economy, and the role of young people in public life in eastern Europe, beginning in April to coincide with Prime Minister Chrétien's visit to Poland and the Ukraine and in preparation for the October elections; this was followed up with election coverage; and
- a series of programs from December 1999 to March 2000 in all RCI languages on Canadian contributions to culture, as part of the International Year of the Culture of Peace

RCI journalists and hosts also covered several events outside of Canada, such as the signing of the Montreal/Shanghai Agreement, Prime Minister Chrétien's trip to Europe and the G8 Summit in Cologne, the annual meeting of the Organization of

American States in Guatemala, the Asia-Pacific Economic Cooperation Summit in New Zealand and Team Canada trip to Japan, participation by Canadian Foreign Affairs Minister Lloyd Axworthy in a United Nations session in New York, and the meeting of culture ministers in Oaxaca, Mexico.

New Services

This year, RCI improved its website (rcinet.ca) and, in connection with the upcoming RCI-organised conference, Challenges for International Broadcasting VI, created a new site (challenges.ca). RCI also launched a cyberjournal in English, French and Spanish, offering Canadian news items to anyone interested in receiving them free via e-mail.

Equipment

New transmitters were inaugurated in Sackville, New Brunswick, this year. During the winter of 2000, RCI used these new transmitters to test the first shortwave digital broadcast from Canada.

Galaxie

At the end of the fiscal year, Galaxie, the CBC's digital pay audio service, had more than 700,000 subscribers across Canada. Launched in September 1997, Galaxie offers 30 channels of commercial- and talk-free music 24 hours a day, seven days a week.

Galaxie showcases Canadian talent as well as some of the world's best music and musicians. It is distributed via ExpressVu and StarChoice, two Canadian direct-to-home satellite services, the microwave service, LookTV, and a growing number of cable systems across the country, including Vidéotron and Rogers.

In February, CBC and Corus Entertainment Inc. signed a marketing agreement under which they would offer a new package of 40 unduplicated channels (20 from each service) to distributors on the "DMX/Galaxie" label.

Galaxie, whose mandate includes generating revenue for CBC Radio Services, reached the break-even point in October 1999, 25 months after its launch.

New Media

As Canada's public broadcaster, the CBC has a very important role to play in New Media. During 1999–2000, more than two million Canadians trusted CBC's websites to keep them informed, educated and entertained.

Through innovative approaches and the use of various Internet and data technologies, *cbc.ca* and *radio-canada.ca* have become more than the best sources for comprehensive news and information on the Web; they are also a means for Canadians to connect to each other and to the world, where and when they want.

cbc.ca

More and more Canadians are turning to *cbc.ca* for top-notch local, national and international news, entertainment, consumer reports, program guides, children's programming on *CBC4Kids*, and more. In 1998–1999, *cbc.ca* received an average of 1.2 million page views per week. Now, it regularly receives more than 3.5 million each week.

Technology has improved to such an extent that CBC Radio and CBC Newsworld provide on-demand access to their hourly newscasts in Real Audio and Real Video. Many CBC on-air programs offer segments online, create virtual archives of information, and give Canadians a peek behind the scenes at some of Canada's foremost programs.

An agreement with Avant-Go allows users to download CBC News onto their handheld organisers. Bell Mobility subscribers can receive daily updates on their cell phones. With these services, CBC not only provides users with a choice of when they can review the news, but also where.

Strategic partnerships, such as those with *chapters.ca* and *cdplus.com*, allow users to acquire relevant information. While browsing *chapters.ca*, for example, customers can enjoy the book reviews, interviews and profiles available on *cbc.ca*.

radio-canada.ca

Since 1995, radio-canada.ca has showcased Radio-Canada Radio and Television on the Internet and significantly increased the amount of French-language content on the Web. This site receives two million page views per week, a 70 per cent increase from last year.

The radio-canada.ca site provides Internet users of all ages with an abundance of information organised around major headings: youth, news, culture, sports, science and technology, society and ideas, regions, radio and television. There is also a chat section. The site includes more than 90,000 pages and more than 2,000 audio and video segments; each week, Radio-Canada broadcasts more than 500 hours of Real Audio programs originating with the Première Chaîne, the Chaîne culturelle and Réseau de l'information through the site.

People turn to radio-canada.ca for news, sports and culture information, and can reach this resource at all times from other sites such as sympatico.ca, msn.ca, montrealplus.ca and quebecplus.ca. The site radio-canada.ca offers users a direct link to unfolding news stories, politics, business news, stock market indexes, new technologies, sports and health issues. Users may also have access to feature reports in the Web magazine Infoculture, Canadian athletes' profiles in the Amateur Sports section, as well as country-wide regional newscasts.

Public Accountability

Accountability Mechanisms

As in previous years, the CBC reported to the Minister and Parliament through its Annual Report, to the Canadian Radiotelevision and Telecommunications Commission in broadcast year-end reports, and to shareholders through the CBC Corporate website and an on-air review. This review informed Canadians about CBC's mandate, scope and plans, and demonstrated how the Corporation managed the public funds it received from Parliament.

Community Relations

Directors and station personnel remain the Corporation's spokespersons in the regions. Through active participation in community projects and public service activities, regional stations continue to forge strong links with the communities they serve. The Corporation's involvement in local, regional and national cultural, artistic and sports activities and charitable events helps promote a sense of public ownership.

The Ombudsman

To ensure that CBC maintains the highest journalistic standards and that viewers and listeners can direct serious and unresolved complaints about CBC journalism to an impartial and independent body, the Corporation established the Office of the Ombudsman in 1991.

Two directors head the Office, one dealing with English-language services and the other with French-language services. The Office reports directly to the President and is fully independent of the Corporation's media management.

When a viewer or listener files a complaint about a news or current affairs program, he or she first receives a response from a media director. If the complainant is not satisfied with the reply, he or she may write to the Ombudsman.

In 1999–2000, CBC's Office of the Ombudsman (English and French services combined) handled a total of 1,235 complaints, expressions of concern and other communications. This compares with a total of 1,108 received in 1998–1999 and 921 in 1997–1998. There were 1,066 related to English programming and 169 to French programming. On the English side, 704 complaints fell within the mandate of the Ombudsman (information programming); on the French side, 107 complaints fell within that mandate. The Office also acknowledged communications that did not relate directly to CBC journalistic programming and referred those matters to the appropriate senior officer.

The Office of the Ombudsman (English Services) organised five Independent Advice Panels in 1999–2000 to assess the CBC's compliance with its own journalistic policies. Two panels monitored morning radio programs and supperhour television programs in Ottawa and Nova Scotia. A third panel monitored the Toronto morning radio program and supperhour television program during the Ontario election campaign. While there were some critical comments, most panel members had no fundamental quarrel with the accuracy, fairness and integrity of the programming. Panel reports were shared with the relevant programmers, senior management and the CBC Board of Directors. At the end of March 2000, reports were pending from

panels monitoring CBC Radio's morning program in Edmonton and the network television program *Venture*.

Following the death last May of Marcel Pépin, Ombudsman for French-language services, David Bazay, Ombudsman for English-language services, acted as Ombudsman for both services on an interim basis, with the help of Marcel Pépin's assistant, Micheline Ménard, and Mario Cardinal, former Ombudsman of French-language services. Renaud Gilbert, previously the Executive Director of Réseau de l'information, was named to the post on March 1, 2000.

Where to Write

The Ombudsman, English Services Canadian Broadcasting Corporation PO Box 500, Station A Toronto, Ontario M5W 1E6 E-mail: ombudsman@toronto.cbc.ca

Bureau de l'ombudsman, Services français Société Radio-Canada C.P. 6000 Montréal (Québec) H3C 3A8 E-mail: ombudsrc@montreal.radio-canada.ca

National and International Awards

During 1999–2000, the CBC won a multitude of awards, a few of which are noted below.

Television

English Television swept the Gemini Awards once again with 41 honours for its productions and coproductions. News, Current Affairs and CBC Newsworld dominated the news and information categories with 14 awards, including three for the fifth estate. Executive producer David Studer received the Gordon Sinclair Award for his exceptional contribution to Canadian television journalism. Peter Mansbridge was voted best news anchor for the fifth time and Tom Kennedy received an award for best reportage for Shelter Blast.

CBC Newsworld received the award for best live special event coverage for its excellent reportage of the crash of Swissair Flight 111. In the drama categories, Da Vinci's Inquest and Foolish Heart received prizes, as did This Hour Has 22 Minutes and Made in Canada in the comedy categories. CBC Sports also won its share of Gemini Awards for its coverage of the Commonwealth Games.

More than 2000 entries were submitted by 43 countries to the 42rd New York Festival Awards, and English Television won four gold and three bronze medals. Gold went to Joshua's Mother, AIDS Charity, Blood on the Coal and Dead Aviators.

Karen Kain: Dancing in the Moment, written and produced by Veronica Tennant and directed by Joan Tosoni, won a prestigious International Emmy Award in the Performing Arts category. At the Columbus International Film & Video Festival, English Television productions won 77 prizes.

In September, French Television won 38 Gémeaux Awards from the Academy of which went to in-house productions. Zone libre received four awards, including one for best Découverte and 4 et demi... were each honoured with three prizes, and Bêtes pas bêtes + won two. Le Téléjournal/Le Point was the winner in the best televised journal category. For its first year on the air, Franc jeu was very successful, with Claude Charron winning for best animation in a sports program or series. Among the coproductions honoured by the Academy were Omertà III: Le dernier earning five Gémeaux, and Un gars, une fille, claiming four. The series Le Polock also won the award for multiculturalism.

La Semaine verte won two prizes at the Nitra International Agricultural Film Festival in the Slovak Republic. This year's Prix Judith-Jasmin was awarded to Enjeux: Les bébés martyrs. Découverte received three important prizes: the Prix Roberval awarded in France in December for the feature report Hibernia, the Prix du ministère de la Culture et des Communications for the feature report Le réchauffement de la planète at the Télé-Science festival in Montreal, and, in January 2000, a merit award from the Canadian Nurses Association for the feature report La régénération de la moelle épinière.

Radio

Both English Radio networks won numerous prizes for their programs. The Radio and Television News Directors Association Awards alone bestowed 11 prizes on the CBC, including five for programs aired nationally and another six for regional programs. English Radio received three gold medals, four silver

and two bronze at the New York Festival Awards. The gold-medal winners were World Economic Forum, Luke and the Big Circles and Big Box.

English Radio competed against 18 other public broadcasters to win the highly coveted Prix Italia in the "best radio-broadcast documentary of the year" category for *The Change in Farming*, featured on *Outfront*. The Canadian Nurses Association gave English Radio five awards for *Brand New Eyes: Laser Eye Surgery* (David Gutnick), *Transfusion of Hope* (Margaret McGee), *Health Effects of Chlorination Disinfectant By-products* (Monica Kidd), *Smoking in the North* (David Miller), and *Malaria and DDT* (Jim Handman).

Reporters David McLauchlin and Peter Puxley won an award at the 24th Annual Media Human Rights Awards for Village of Widows: The Story of the Uranium Ore Carriers of Deline. Yvette Brend won the Canadian Association of Journalists Award for the best investigative report on radio for her outstanding series, Who is Dr. 'Y'? Stuart McLean, of The Vinyl Café, won the 1999 Stephen Leacock Memorial Medal for Humour, and Curt Petrovich received the 1999 Michener Award for meritorious public service journalism.

On French Radio, *Dimanche Magazine* journalist Pierre Duchesne received the Amnesty International Award for the second year in a row in the electronic media category. In addition, Hugues Poulin in Paris was among the war correspondents who were finalists for the prestigious Prix Bayeux, recognising a series of reports he filed from Kosovo.

CBC Records

This year, CBC Records was nominated for seven Juno Awards. One was awarded to Alexina Louie in the best classical music composition category for Shattered Night, Shivering Stars, featuring the National Arts

Centre Orchestra under the direction of Mario Bernardi. The recording of Heavenly Spheres, featuring the Studio de musique ancienne de Montréal under the direction of Christopher Jackson, won a Felix Award for classical recording of the year — orchestras and large ensembles:

New Media

CBC received many prizes in recognition of the excellence of its websites and its programming available on the Internet. At the 1999 Boomerang Awards, the Francomania site won the prize for best cultural product on the Net, and the Site Jeunesse won for best electronic version of a traditional medium.

The Atlantic site was voted best site by acadie.net in November and site of the month by capacadie.com in January. In December, the cbc.ca site won the merit award at the WebAward Site competition. The CBC4Kids Youth site won the Web Prize, a special prize awarded by the jury at the Prix Italia, and the Street Cents site received both the Nova Knowledge and the Lycos.com award for best website.

Other Awards

In February, all six winning entries in the radio and television categories of the AV Preservation Trust of Canada's Canadian Classics of the Masterworks 2000 Program were CBC English and French Radio and Television productions. The works were selected for their cultural importance and popular and critical acclaim, and were part of a group of 12 masterpieces that will be safeguarded as proof of our Canadian cultural heritage. The CBC also won its second technical Emmy from the National Academy of Television Arts and Sciences in the United States for its pioneering efforts to distribute television programming by satellite full time.

Financial Highlights

Foreword

The arrival of the new millennium represented a turning point for the Corporation. In the context of globalisation and increased competition from specialty services, it was clear that the Corporation must meet new challenges in order to continue offering distinctive, high-quality Canadian programs. In fiscal 1999-2000, the Corporation set about reviewing its operations with a view to implementing a transformation plan for the coming years.

Fiscal Year Results

The attached financial statements show an operating surplus of \$28.3 million for fiscal 1999-2000. This surplus results from a generally accepted accounting principle whereby expenditures having no impact on the Corporation's current operating funds, such as the amortization of capital assets, are included. However, the Corporation conducts its business on a government funding basis, thereby excluding expenditures having no impact on current operating funds. On this basis, the net result is \$8.7 million, and \$24.3 million if one includes the surplus carried over from last year, as explained in Note 3b) to the Financial Statements.

Revenue

The reliance on self-generated revenue has increased over the years as government funding has decreased. Income generated by advertising and program sales has levelled off this year, while miscellaneous income has increased mainly as a result of the PanAm Games coverage and rental of CBC equipment and facilities. There has also been an increase in specialty services

revenues, notably from the satellite distribution of Galaxie, Newsworld and RDI.

Expenses

Operating expenses decreased by \$23.1 million compared to those of the previous year. Fiscal 1999-2000 results include costs associated with implementation of the transformation plan to help the Corporation face new challenges.

The decrease in spending resulted from special projects carried out in fiscal 1998-1999, notably the Archives restructuring project.

Government Funding

Note 3a) to the financial statements details government funding for fiscal 1999-2000. The slight increase in the operating expenditure appropriation results from increased funding for salary and employment benefit increases provided by the government to the CBC as well as to various Crown Corporations.

Capital funding, totalling \$115.4 million this year, was used for Y2K compliance, conversion to digital technology and implementation of new computer systems.

Balance Sheet Items

The Employee-related Liabilities item includes salary liabilities as well as liabilities for vacation pay, termination benefits and deferred pension. The last two represent an actuarial evaluation for accounting purposes.

The increase in employee-related liabilities compared to last year results from salary increases and costs incurred in implementing the transformation plan.

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Management's Responsibility for the **Financial Statements**

The financial statements and all other information presented in the annual report are the responsibility of management and have been reviewed and approved by the Board of Directors of the Corporation. These financial statements, which include amounts based on management's best estimates as determined through experience and judgement, have been properly prepared within reasonable limits of materiality and are in accordance with generally accepted accounting principles.

Management of the Corporation maintains books of account, records, financial and management control, and information systems, which are designed for the provision of reliable and accurate financial information on a timely basis. These controls provide reasonable assurance that assets are safeguarded, that resources are managed economically and efficiently in the attainment of corporate objectives, that operations are carried out effectively and that transactions are in accordance with the *Broadcasting Act* and the by-laws of the Corporation.

The Corporation's Internal Auditor has the responsibility for assessing the Corporation's systems, procedures and practices. The Auditor General of Canada conducts an independent audit of the annual financial statements and reports on his audit to the Canadian Broadcasting Corporation and the Minister of Canadian Heritage.

The Board of Directors' Audit Committee, which consists of four members, none of whom is an officer of the Corporation, reviews and advises the Board on the financial statements and the Auditor General's report thereto. The Audit Committee oversees the activities of Internal Audit and meets with management, the Internal Auditor and the Auditor General on a regular basis to discuss the financial reporting process as well as auditing, accounting and reporting issues.

Ottawa, Canada June 19, 2000

President and CEO

Tolpholing

Senior Vice-President,

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Auditor's Report

To the Board of Directors of the Canadian Broadcasting Corporation and the Minister of Canadian Heritage

I have audited the balance sheet of Canadian Broadcasting Corporation as at March 31, 2000 and the statements of operations and proprietor's equity and cash flow for the year then ended. These financial statements are the responsibility of the Corporation's management. My responsibility is to express an opinion on these financial statements based on my audit.

I conducted my audit in accordance with generally accepted auditing standards. Those standards require that I plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In my opinion, these financial statements present fairly, in all material respects, the financial position of the Corporation as at March 31, 2000 and the results of its operations and its cash flows for the year then ended in accordance with generally accepted accounting principles. As required by the *Broadcasting Act*, I report that, in my opinion, these principles have been applied on a basis consistent with that of the preceding year.

Further, in my opinion, the transactions of the Corporation that have come to my notice during my audit of the financial statements have, in all significant respects, been in accordance with Part III of the *Broadcasting Act* and the by-laws of the Corporation.

L. Denis Desautels, FCA Auditor General of Canada

Ottawa, Canada June 2, 2000

Statement of **Operations and Proprietor's Equity**

For the year ended March 31

	2000	1999
	(thousan	ds of dollars)
Revenue		
Advertising and program sales	328,705	329,735
Specialty services (Note 5)	97,046	90,471
Miscellaneous	78,817	63,859
	504,568	484,065
Expense		
Television and radio service costs	1,051,707	1,072,084
Specialty services (Note 5)	92,839	92,285
Transmission, distribution and collection	63,301	62,228
Radio Canada International	17,153	14,729
Payments to private stations	13,041	12,519
Corporate Management	15,273	16,204
Amortization of capital assets	154,872	161,205
Total expense before taxes	1,408,186	1,431,254
Net operating loss before government funding and taxes	(903,618)	(947,189)
Government Funding:		
Parliamentary appropriation for operating		
expenditures (Note 3)	764,715	759,481
Funding reserved for Radio Canada International (Note 4)	15,520	15,525
Amortization of deferred capital funding (Note 8)	154,449	160,763
	934,684	935,769
Net results of operations before taxes	31,066	(11,420)
Provision for income and large corporations taxes (Note 6)	2,751	2,745
Net results of operations for the year	28,315	(14,165)
Proprietor's equity, beginning of year	(75,599)	(65,434)
Working Capital Funding (Note 3)	4,000	4,000
Proprietor's equity, end of year	(43,284)	(75,599)

The accompanying notes form an integral part of the financial statements.

Balance **Sheet**

As at March 31

	2000	1999
	(thousan	ids of dollars)
Assets		
Current		
Cash and short-term investments	81,499	73,772
Accounts receivable	108,927	117,732
Program inventory	146,503	151,966
Prepaid expenses	43,462	22,665
	380,391	366,135
Capital assets (Note 7)	1,068,865	1,115,209
Deferred charges and other assets	14,557	27,154
	1,463,813	1,508,498
Liabilities		
Current		
Accounts payable and accrued liabilities	155,634	212,296
Employee-related liabilities (Note 10)	123,765	94,891
Obligations under capital leases (Note 11)	4,409	4,133
	283,808	311,320
Long-term		
Employee-related liabilities (Note 10)	161,243	167,429
Obligations under capital leases (Note 11)	376,935	381,260
Deferred capital funding (Note 8)	685,111	724,088
	1,223,289	1,272,777
Proprietor's Equity		
Proprietor's equity	(43,284)	(75,599
Commitments and contingencies (Notes 12 and 13)	, , , , , , , , , , , , , , , , , , , ,	
	1,463,813	1,508,498

The accompanying notes form an integral part of the financial statements.

Approved on behalf of the Board of Directors:

Director

Director

Statement of Cash Flow

For the years ended March 31

	2000	1999
Operating Activities	(thousands of dollars)	
Operating Activities Net results of operations for the year	20 215	(14.165)
(Gain) loss on disposal of capital assets	28,315 74	(14,165) (1,469)
Items not involving cash:	((1,409)
Amortization of capital assets	154,872	161,205
Amortization of deferred charges		8,581
Employee-related liabilities (current)	9,361	880
Employee-related liabilities (long-term)	(6,186)	(142)
Amortization of deferred capital funding	(154,449)	(160,763)
Net change in working capital balances excluding		
cash and short-term investments (Note 15)	(34,675)	48,648
	(2,688)	42,775
Financing Activities		
Parliamentary appropriations (Note 3):		
Capital funding	110,472	132,954
Working capital funding	4,000	4,000
working capital funding	7,000	7,000
Government funding for capital purchases for RCI	5,000	5,000
Proceeds on disposal of capital assets/		
financing from other organisations	2,166	2,104
	121,638	144,058
	121,030	177,030
Investing Activities		
Acquisition of capital assets	(119,771)	(137,597)
Capital portion of lease payments	(4,049)	(3,802)
Deferred charges	12,597	(12.250)
	(111,223)	(151,685)
Increase in cash and short-term investments	7,727	35,148
Cash and short-term investments, beginning of year	73,772	38,624
Cash and short-term investments, end of year	81,499	73,772

The accompanying notes form an integral part of the financial statements.

Notes to the Financial Statements

For the year ended March 31, 2000

1. Authority and Objective

The Canadian Broadcasting Corporation was first established by the 1936 Canadian Broadcasting Act and continued by the 1958, 1968 and 1991 Broadcasting Acts. The Corporation is an agent of Her Majesty and all property acquired by the Corporation is the property of Her Majesty.

As the national public broadcaster, the Canadian Broadcasting Corporation provides radio and television services in both official languages incorporating predominantly and distinctively Canadian programs to reflect Canada and its regions to national and regional audiences.

2. Significant Accounting Policies

The financial statements include the accounts of the Corporation and its proportionate share of the assets, liabilities, revenues and expenses relating to joint venture activities. The financial statements have been prepared in accordance with generally accepted accounting principles. Significant accounting policies are set out below:

a. Parliamentary Appropriations and Deferred Capital Funding

The Government of Canada mainly finances the Corporation. Parliamentary appropriations provided for operating expenditures and downsizing expenses are recorded on the Statement of Operations and Proprietor's Equity. Parliamentary appropriations for depreciable capital expenditures are recorded as deferred capital funding on the Balance Sheet, and are amortized on the same basis and over the same periods as the related capital assets. Parliamentary appropriations for working capital and non-depreciable capital assets are credited to Proprietor's Equity.

b. Program Inventory

(i) Program Inventory

Programs completed and in process of production or available for sale are recorded at cost. Cost includes the cost of materials and services, and labour and overhead expenses applicable to programs.

Program costs are charged to operations as the programs are broadcasted, deemed unusable, or sold

(ii) Film and Script Rights

The Corporation enters into contracts for film and script rights. As payments are made under the terms of each contract they are reflected in the account. The film rights are charged to operations in accordance with the approved program schedule or when deemed unusable.

c. Capital Assets

Capital assets are recorded at cost, less accumulated amortization. The cost of assets constructed by the Corporation includes material, direct labour and related overhead. Assets recorded as capital leases are initially recorded at the present value of the minimum lease payments at the inception of the lease. Amortization is calculated on the straight-line method using rates based on the estimated useful life of the assets as follows:

•	Buildings	33 years
	Technical equipment	
	Transmitters and towers	20 years
	Other	5 years
•	Furnishings and office equipment	10 years
•	Computers	5 years
9	Automotive	5 years

Leasehold improvements are capitalized and amortized over the remaining terms of the respective leases to a maximum period of five years. Amounts included in uncompleted capital projects are transferred to the appropriate capital asset classification upon completion, and are then amortized according to the Corporation's policy.

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d. Deferred Charges

Deferred costs incurred in the development of specialty channels are amortized over the licence period. Deferred costs incurred by joint ventures are amortized over a period of five years. Other deferred charges are amortized over the period of the respective agreements.

e. Pension Cost and Obligation

The Corporation provides pensions based on length of service and final average earnings as classified under defined benefit retirement pension arrangements.

The cost of pension benefits earned by employees is determined using the projected benefit method of actuarial valuation with projected salary increases when appropriate, pro-rated on services and charged to operations as services are rendered. This cost reflects management's best estimate of the pension fund's expected investment yields, and of salary escalations, mortality of members, terminations and ages at which members will retire. The surplus on the introduction of this accounting policy, adjustments arising from plan amendments, experience gains and losses and changes in assumptions are amortized over the estimated average remaining service life of the employee group.

The difference between the accumulated pension expense and the employer's contributions to the Pension Fund is reflected in the balance sheet as an employee-related liability.

f. Employee Termination Benefits and Vacation Pay

Employee termination benefits and vacation pay are expensed as the benefits accrue to employees under their respective terms of employment.

Termination benefits are calculated on an actuarial basis taking into account the future expected payments, the probabilities of payment and discount to the valuation date. The present value of the projected cost is recorded as an employee-related liability.

Vacation pay is calculated at the salary levels in effect at the end of the year for all unused vacation pay benefits accruing to employees.

Since a major portion of the liabilities for these items represents costs that will be funded mainly from appropriations received from the Government of Canada in the future, these items do not have an impact upon the Corporation's operating surplus or deficit on a government funding basis.

g. Measurement Uncertainty

The preparation of financial statements in accordance with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amount of assets and liabilities at the date of the financial statements and the reported amounts of income and expenses during the reporting period. Employee-related liabilities, estimated useful lives of capital assets and contingent liabilities are the most significant items for which estimates are used. Actual results could differ from those estimates.

3. Parliamentary Appropriations

Parliamentary appropriations approved and the amounts received by the Corporation during the year are as follows:

a. Parliamentary Appropriations Approved and Received

	2000	1999
	(thousan	ds of dollars)
Approved appropriations for:		
Operating Funding		
Annual Funding	756,409	745,531
Funding for downsizing & other costs	_	92,401
Transfer from/(to) capital funding – Supplementary Estimates B	8,306	(36,485)
Frozen allotment to be reprofiled through		
Capital to the 1999-2000 fiscal year	_	(41,966)
	764,715	759,481
Capital Funding (Note 7)	143,472	94,469
Additional funding – Supplementary Estimates B	**	2,000
Transfer from/(to) operating funding – Supplementary Estimates B ¹	(8,306)	36,485
Frozen allotment to be reprofiled to the 2000-2001 fiscal year	(24,694)	_
	110,472	132,954
Capital funding received from the government for RCI	5,000	5,000
And the state of t	115,472	137,954
Working Capital Funding	4,000	4,000

In the event that significant changes in current year requirements occur, amounts are transferred from one vote to another or reprofiled from one fiscal year to the next through Appropriation Acts tabled in the House of Commons.

b. Reconciliation of Net Results of Operations to Government Funding Basis

The Corporation receives a significant portion of its funding through Parliamentary appropriations, which is based primarily on cash flow requirements. Items recognized in the Statement of Operations and Proprietor's Equity in one year may be funded through Parliamentary appropriations in different years. Accordingly, the Corporation has different net results of operations for the year on a government funding basis than on a generally accepted accounting principles basis. These differences are outlined below:

	2000	1999
	(thousand	s of dollars)
Net results of operations for the year	28,315	(14,165)
Items expensed but funded in other years	(19,658)	322
Net results of operations on a government funding basis	8,657	(13,843)
Government funding surplus (deficit), beginning of the year	15,601	29,444
Government funding surplus (deficit), end of the year	24,258	15,601

c. Net Results for Capital

The Corporation's capital asset purchases are also financed through a Parliamentary appropriation. Certain items recognized as additions to assets in one year may be funded through Parliamentary appropriations in different years. Once again, the Corporation has different net results of operations for the year on a government funding basis than on a generally accepted accounting principles basis. These differences are outlined below:

	2000	1999
Mode Microsoft Annual Conference of the Conferen	(thousar	ids of dollars)
Parliamentary appropriations and transfers	110,472	132,954
Government funding for Radio Canada International	5,000	5,000
Parliamentary appropriations and government funding	115,472	137,954
Proceeds on disposal of capital assets/financing from other organizations	2,166	2,104
Total capital funding for the year	117,638	140,058
Acquisition of capital assets	(119,771)	(137,597)
Capital funding surplus (deficit) for the year	(2,133)	2,461
Change in proportionate share of joint venture assets	321	375
Net results for capital for the year, government funding basis	(1,812)	2,836
Government funding surplus (deficit), beginning of the year	4,726	1,890
Government funding surplus, end of the year	2,914	4,726

4. Funding for Radio Canada International

	2000	1999
ARREST CONTRACTOR CONT		of dollars)
Contribution agreement with Government of Canada	15,520	15,525
Operating Funding	15,520	15,525
Capital Funding	5,000	5,000
Total Funding for Radio Canada International	20,520	20,525

5. Specialty Services

The Corporation operates CBC Newsworld, Réseau de l'information (RDI) and Galaxie under licence conditions that the operations be reported on an incremental cost and revenue basis. CBC Newsworld and Réseau de l'information (RDI) use previous years' surplus carryforwards to fund current year activities. At March 31, the cumulative net operating surplus carried forward to future years' activities for CBC Newsworld totalled \$5.2 million (\$0.9 million for 1999) and \$24,000 for RDI (\$133,000 for 1999). Fiscal year 1999-2000 was Galaxie's third year of operations and the results are according to plan.

	March 31, 2000		March 31, 1999			
	Revenue	Expense	Net	Revenue	Expense	Net
			(thousands			
CBC Newsworld	58,827	54,511	4,316	56,387	57,663	(1,276)
RDI	35,020	35,129	(109)	33,327	33,227	100
Galaxie	3,199	3,199	_	757	1,395	(638)
	97,046	92,839	4,207	90,471	92,285	(1,814)

6. Income and Large Corporations Taxes

The Corporation is a prescribed federal Crown Corporation under Part LXXI of the Income Tax Regulations and is subject to the provisions of the *Income Tax Act* (Canada). The Corporation is not subject to provincial income taxes on its own activities.

The provision for income and large corporations tax is comprised of:

	2000	1999
	(thousands)	of dollars)
Current tax expense	2,751	2,745
	2,751	2,745

The Corporation's net provision for tax results primarily from large corporations tax.

The Corporation has a loss carryforward for tax purposes of \$30.5 million (1999 – \$22.9 million), the benefit of which has not been recognized in the financial statements and which expire in 2005. The Corporation also has net timing differences of \$50.4 million (1999 - \$78.7 million) resulting from items reported for tax purposes in different periods than for accounting purposes, the benefit of which has not yet been recognized in the financial statements. These timing differences generally result from the accrual of pension and severance pay costs, and capital cost allowance on its long-term capital lease where funding for the lease obligation is provided over several years. Capital cost allowance is not claimed on other capital assets, as the related capital funding is usually received in full in the same year in which the asset is acquired.

7. Capital Assets

			Net Boo	k Value
	Cost	Accumulated Amortization	2000	1999
		(thousan	ds of dollars)	
Land	34,772	_	34,772	35,501
Buildings	382,954	213,193	169,761	167,398
Technical equipment	1,151,606	819,143	332,463	351,703
Furnishings, office equipment and computers	110,182	63,616	46,566	25,261
Automotive	39,685	26,576	13,109	11,402
Leasehold improvements	6,031	3,829	2,202	993
Property under capital leases	512,178	107,174	405,004	419,579
Uncompleted capital projects	64,988	_	64,988	103,372
V 101 101 101 101 101 101 101 101 101 10	2,302,396	1,233,531	1,068,865	1,115,209

Current year amortization expense of \$15.1 million (1999 - \$15.4 million) relating to property under capital lease is included in the amortization of capital assets on the Statement of Operations and Proprietor's Equity.

8. Deferred Capital Funding

	2000	1999
		s of dollars)
Balance, beginning of year	724,088	746,897
Government funding for capital expenditures (Note 3)	115,472	137,954
Amortization of deferred capital funding	(154,449)	(160,763)
Balance, end of year	685,111	724,088

9. Joint Venture Activities

a. Equity

The Corporation has net equity of \$8.5 million (1999 - \$5.5 million) in joint business ventures which is accounted for using the proportionate consolidation method.

b. Subsequent Event

In the first quarter of 2000-2001, the Corporation has announced, with its co-investor, the sale of the joint business ventures noted above. The total sale represents \$155 million. The Corporation owned 50% of the joint business ventures.

10. Employee-related Liabilities

a. Employee-related Liabilities Include:

	Cu	irrent	Lor	ng-term
	2000	1999	2000	1999
		(thousan	ds of dollars)	
Employee termination benefits	_		68,195	77,644
Vacation pay	48,319	38,958	***	
Pension plan – note b)			83,964	89,785
Workforce reduction - note c)	27,934		9,084	
Other ¹	47,512	55,933	***	-
	123,765	94,891	161,243	167,429

Includes salary-related habilities

b. CBC Pension Plan

The Corporation maintains a contributory-defined benefit pension plan covering substantially all employees of the CBC Retirement benefits are based on the length of pensionable service and on the average of the best five consecutive years of pensionable salary in the last 10 years of employment.

The accrued pension benefits are determined using the projected benefit method pro-rated on service and management's best estimate of future economic events.

Employees are required to contribute a percentage of their pensionable salary to the Plan, with the Corporation providing the balance of the funding, as required, based on actuarial valuations, which are made at least on a triennial basis.

Projections from an actuarial valuation prepared for accounting purposes show an estimated present value of accrued pension benefits of \$2,867.3 million as at March 31, 2000 (1999 - \$2,757.7million) which includes \$23.0 million (1999 - \$17.9 million) of unfunded retirement benefits. The actuarial value of the pension fund assets as at March 31, 2000 was \$3,462.0 million (1999 - \$3,138.6 million).

2000	1999
(thousam	ds of dollars)
47,128	51,032
(27,842)	(16,951)
(41,197)	(27,780)
23,112	-
1,201	6,301
89,785	97,639
1,201	6,301
(7,022)	(14,155)
83,964	89,785
	(thusus:m 47,128 (27,842) (41,197) 23,112 1,201 89,785 1,201 (7,022)

c. Workforce Reduction

The Corporation has announced a transformation plan for the Corporation. This plan will result in the departure of employees. Management's best estimate of the cost related to this multi-year workforce reduction plan is \$37 million.

11. Obligations Under Capital Leases

a. Capital leases consist mainly of premises occupied by CBC in Toronto.

Future minimum lease payments and obligations are as follows:

	(thousands of dollars)
2001	33,088
2002	33,039
2003	33,039
2004	33,039
2005	33,039
Thereafter to 2027	743,373
Total future minimum payments	908,617
Deduct imputed interest (7.53%) and executory costs	527,273
Obligation under capital lease	381,344
Less current portion	4,409
Long-term portion	376,935

CBC owns the land on which the Toronto Broadcast Centre is located. Interest relating to the Toronto Broadcast Centre lease, which is included in current year expenditures, is \$28.8 million. At the end of the lease, CBC will own the building.

b. Other

As at March 31, 2000, the Corporation's obligation relating to a Joint Venture capital lease, amounted to \$49,260.

12. Commitments

a. Program-related and Other

As at March 31, 2000, commitments for sports rights amounted to \$387.2 million; procured programs, film rights and co-productions amounted to \$44.7 million and capital assets amounted to \$9.4 million for total commitments of \$441.3 million.

b. Operating Leases

Future annual payments related to operating leases are as follows:

	(thousands of dollars)
2001	48,607
2002	39,479
2003	15,380
2004	2,155
2005 - 2028	7,999
Total future payments	113,620

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c. Joint Venture Activities

The Corporation's proportionate share of commitments related to joint venture activities totalled \$3.9 million.

13. Contingencies

Various claims and legal proceedings have been asserted or instituted against the Corporation, including some, which demand large monetary damages or other relief, which could result in significant expenditures. Litigation is subject to many uncertainties, and the outcome of individual matters is not predictable. A provision for these expenditures has been recorded based on management's best estimate. It is reasonably possible that the Corporation may have to settle some of these claims for amounts in excess of established provisions in the near term. Any such costs will be charged to operations as incurred.

14. Related Party Transactions

The Corporation is related in terms of common ownership and enters into transactions with other Government departments, agencies and Crown Corporations in the normal course of business on normal trade terms applicable to all individuals and enterprises. Transactions with the Government of Canada are outlined in Note 3.

15. Net Change in Non-cash Working Capital Balances

	2000	1999
	(thousand	s of dollars)
Cash flows provided by (used for):		
Accounts receivable	8,805	66,094
Program inventory*	14,466	(61,308)
Prepaid expenses	(20,797)	12,429
Accounts payable and accrued liabilities	(56,662)	(24,500)
Employee-related liabilities	19,513	55,933
	(34,675)	48,648

^{*}Excluding \$9.0 million of amortization of capital assets in 2000 and \$2.7 million in 1999

16. Financial Instruments

Short-term investments, accounts receivable and accounts payable, are valued at cost, which approximates fair value. The Corporation invests in the short-term money market (maximum term to maturity 91 days). Securities are limited to those that are 100% guaranteed by the Government of Canada. The overall portfolio yield for the fiscal year ending March 31, 2000 was 5.13% (4.72% at March 31, 1999).

17. Comparative Figures

Certain of the 1999 comparatives figures have been reclassified to conform to the current year's presentation.

Four Year Financial Review Summary - Source and Use of Funds

For the years ended March 31

1	996-1997	1997-1998	1998-1999	1999-2000
		(millions of	dollars)	
Sources of funds				
Government funding				
Operating appropriation	896.4	759.7	759.5	764.7
Total Government funding	896.4	759.7	759.5	764.7
Self-generated revenues				
Advertising and program sales	364.8	383.3	329.7	328.7
Miscellaneous	53.7	54.6	63.9	78.8
Total self-generated revenues	418.6	437.9	393.6	407.5
Total sources of funds	1,315.0	1,197.6	1,153.1	1,172.2
Application of funds				
Television and radio services	1,129.0	1,065.0	1,072.1	1,051.7
Transmission and distribution	65.6	64.1	62.2	63.3
Payment to private stations	16.0	12.3	12.5	13.0
Corporate Management	15.7	15.1	16.2	15.3
Downsizing expenses	(19.3)	18.3		
Provision for income and				
large corporations taxes	3.0	2.7	2.7	2.8
Total applications of funds	1,210.0	1,177.5	1,165.7	1,146.1

^{*}Excluding specialty services, amortization of capital asset and amortization of deferred capital funding

Stations de base de Radio-Canada et stations affiliées CBC Owned and Affiliated Stations/

FRENCH TELEVISION/ LA TELEVISION FRANÇAISE	New Branswick/Nouveau-Branswick CBC owned station/ Station de base Memetoon	Quebec CBC owned stations/ Stations de base Montréal Quebec CBVT 11	Private affiliated stations/ Stations privées affiliées Jonquière Rivière du Lung Rouyn CKRN-TV 4 Sheubrooke CKSH-TV 7	Ontario CBC owned station/ Station de base Otton	Munitode CBC owned station/ Station de base Winnipeg	CBC owned station/ Station de base Regina	Alberta CBC owned station/ Station de base Edmonterr	British Columbia/ Colombie-Britannique CBC owned station/ Station de base Vancouver
Manitoba CBC owned station/ Station de base Winnuper	Jasan Wenting processing and actions of base	Regina Saskatoon CBKST 11 Private affiliated stations/ Stations privées affiliées Private Aller	CIFB-TV CKOS-TV tions/ Stations de base CFRT	Edmonton	British Columbia/ Colombie-Britannique CBC owned station/ Station de base Vancouver	Private affiliated stations/ Stations privées affiliées Dawson Creek CLIXCTV 5	Kelowna Prince George CKPG-TV 2 Frince George CKPG-TV 2	Northwest Territories/ Territoires du Nord-Ouest CBC owned station/ Station de base Yellowknife
ENGLISH TELEVISION/ LA TELEVISION ANGLAISE CANAL	Newfoundlass!/ Terre-Newse CBC owned stations/ Stations de base Corner Brook St. Ichn	Island/ He-du-Prince-Edoui tion/ Station de base	Nova Scotial Nouvelle-Écosse CBC owned stations/ Stations de base Halifax Sydney New Brunswick/ Nouveau-Brunswick	n/ Station de base	Montreal		\$500	Sault Ste. Marie

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Goose BayCFGB-FM	89.5 MH2 T 540 V U	Edmonton
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St. John's	Z 640 KHz	CBC owned
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BC owned station/ Station de ba	
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	989	
	CHFA 680 KH	ritempique
ation de base		ombie-B
d station/ St		abia/Col
Alberta CBC owned s	Edmonton.	British Color

CBC owned station/Station de base
Vancouret

CHUE-FM 97.7 MH:

LA CHAÎNE CULTURELLE	New Brunswick/ Nouveau-Brunswick CBC owned station/ Station de base Moncton	Outles CBC owned stations/ Stations de base Chicouttmi Montréal	Quebec	CBC owned stations/ Stations de hase Ottawa	* Licenced congressly by ORTO as discribution under
Toronto CBE-FM 94.1 MH: Windsor CBE-FM 89.9 MH:	Maintel: CBC owned station/ Station de base Winnipeg	CBC owned station/ Station de base Regina	CBC owned stations/ Stations de base Calgary	Heise H Country Country-Brauman CBC owned station/ Station de base Vancouver	
CBC RADIO TWO REQUENCY PREQUENCY	Newtron Hand, Terre-Deute CBC owned station/ Station de base St. John's	Nov. Scott, Norvelle-Eco. CPC conned stations/ Stations de base Haldrax Sydney CBI-FM 102.7 MH.	CBC owned station/ Station de base Montréal	CBC owned stations/ Stations de base Ortawa Ortawa	Humber Day

EQUENCY)

3 MHz

WENT T

S MH₂

Non licencié par le CRTC comme entreprise de programmation

ON-AIR STATIONS AND REBROADCASTERS, BASIC NETWORKS/ TOTAL DES STATIONS ET RÉÉMETTEURS DE RADIO-CANADA, RÉSEAUX DE BASE

As of March 31, 2000/ Au 31 mars 2000

Radio Networks/ Réseaux de radio

Television Networks/ Réseaux de télévision

				English Andre	ed me	Fraction Fragili	Will.		
	English/ Anglais	French/ Français	Total TV/ télé	Radio One	Radio Two	Première Chaîne	Chaîne culturelle	Total Radio	Grand Total/ Total général
CBC owned Stations/ Stations de base de RC.	16*	8	24	36	13	17	7	73	26
CBC rebroadcasters/ Réémetteurs de RC.	439	173	612	381	13	154	4	552	1,164
Free Hills II	61	in	24	o	0	÷	0	*	22
Private affiliated rebroadcasters/ Réémetteurs affiliés privés	20	13	63	0	0		0.7		99
Community owned stations/ Stations communautaires	0	0	0			0	0		2
Community owned rebroadcasters/ Réémetteurs communautaires	147	14	191	50	9	œ	0	64	225
Total	671	213	884	468	33	184	11	969	1,580

Senior Officers of the CBC/ Haute direction de Radio-Canada

As of March 31, 2000/ Au 31 mars 2000

President and CEO/ Président-directeur général Robert Rabinovítch

Executive Vice-President and COO/ Vice-président directeur et chef de l'exploitation Line: McCechery Senior Vice-President, Resources/ Première vice-présidente, Ressources Leone Trembley

MacFreiden, English Transco./ Mee president, Televie in anghio

Vice president, Télévian anglus Harold Redekopp Vice-Freislem French Televisian Vice-presidenta, Télévia a fringue

Vice-Freiklent, Englisk Ralist Vice-president, Ralist anglain: Alex Frame

Michele Fortin

Vice-President, French Radio and New Media/ Vice-président, Radio française et Nouveaux médias S. Krain Lafante

Vaz-Preiden, Raman Regarece Vice-president, Resuperte Formaline George C.B. Smith and Corporate Socretary/
Chef des Services jurdiques, avocat conseil
et secrétaire géneral
Fierre Nollet

Head of Legal Services, General Counsel

Chief, Planning and Business Development Officer! Chef de la planification et du développement commercial Michel Trembly

Sans Director Cayanas Communication and Public Affans/ Première directrice, Communications institutionnelles et Affaires publiques Sally Soufiery

Executive Director, New Media/ Director alimentarif, Neuverina media-John Lewis Executive Director, Radio Contin International Relations/
and International Relations/
Director administratif, Redo-Contin International et Relations internationales
Robert O'Reilly

Onlyshum, Erdid Serveed Onlysheam, Service anglass Inglass David Bazay

Ombaltum, Fraidi Service/ Ombaltum, Services français Renaud Gilbert

Revue Financière Quadriennale Sommaire - provenance et utilisation des fonds

Pour les exercices terminés le 31 mars

J. 1.

Total - Utilisation des fonds

Provision pour l'impôt sur le revenu et

Programme de compression des effectifs

des grandes sociétés

٤'51	7'91	T ' C II	2'51	olenonan noinertsimmib/s.
0,51	2,21	12,3	0'91 .	Paiements aux stations privés
٤,٤٥	7'79	1,49	9'59	Transmission, distribution et collecte
L'ISO I	I,270 I	0'590 I	0,621 1	Services de télévision et de radio
				Utilisation des fonds
1 172,2	1,53,1	9'261 1	0,2151	Total - Provenance des fonds
5'20+	9,868	6,75 4	9,814	Septional de la contra santoca de la contra del la contra de la contra del l
8,87	6,89	9'+5	2,82	1971(
7,828	2'678	6,686	8,498	enoissimó le somo en objetido la sectional de la consistencia della consistencia de la consistencia della co
				essitorias autosentras estración
Z' † 9Z	5'652	L '65L	† '968	Total - Crédits parlementaires
2.+07	5,657	1,687	1 ,068	Crédu parlementaire d'exploitation
				(Trichts parlementaires
				Provenance des fonds
	de dollars)	enoillim)		
1999-2000	6661-8661	8661-2661	2661-9661	
				TOME TO EXCIPE SET LETTER SET A TIME TO

0'0171

(6,91)

I'9+I I

8'7

L'591 I

S'LLI I

٤,81

^{*}Excluant les services spécialisés, l'amortissement des immobilisations et l'amortissement du fonds d'immobilisations reporté

c. Activités en coentreprises

La quore-part proportionnelle des engagements de la Société dans des activités de coentreprises totalisait 3,9 millions de dollats.

13. Eventualités

Exverses reventications on ere normalises ou des poursuires onne ets connects donne la societe, donn certaines demandent décommagements pécuniaires importantes. Les refressements qui pourraient entraîner des dépenses importantes, les établies de des meilleures estimations faites par la direction. Il est raisonnable de penser que la Société aura à régler certaines de ces demandes pour des montantes depassant les provisions établies à court terme. Ces chatges seront imputées à l'exploitation au fut et à mesure qu'elles seront engagées.

14. Opérations entre entités apparentées

In Secrete est apparentée, en propriété commune, à d'autres ministères, organismes et sociétés d'Erat du gouvernement canadien et, dans le cadre de l'exploitation courante, elle conclut des opérations avec ces entités, conformément à l'usage commercial habituel à toutes les personnes et entreprises. Les opérations conclues avec le gouvernement du Canada sont décrites à la note 3.

15. Variation nette des soldes du fonds de roulement hors caisse

		(576 45)	849 84
	Passif lie aux employés	£15 61	££6 \$\$
iteurs et charges à payet	Créditeurs et charges à payet	(799 95)	(24 500)
bayès d'avance	Frais payés d'avance	(262 07)	17 479
snoission	Stock d'émissions*	99+ +1	(80£ 19)
teurs	Débiteurs	508 8	1 60 99
e (utilisation) des liquidités:	Provenance (utilisation) des liquidités:		
		(milliers de dollers)	le dollars)
		2000	6661

Exclusing Comornissement des immobilismus totalismus 9.0 millions de dollars en 2000 (2.7 millions)

16. Instruments financiers

Les placements à court terme, les débiteurs et les créditeurs, sont évalués au prix coûtant, ce qui correspond à la juste valeur. La Société effectue des placements sur le marché monétaire à court terme (échéance maximale de 91 jours). Elle n'acquiert que des tritres garantis en totalité par le gouvernement du Canada. Le portéfeuille de placements de la Société a dégagé un rendement global de 5,13 % pour l'exercice terminé le 31 mats 2000 (4,72 % au 31 mats 1999).

17. Chiffres correspondants

Certains chiffres de 1999 ont été reclassés, de façon à être conformes à la présentation du présent exercice.

c. Compression des effectifs

La Société a annoncé la mise en ocuvre d'un plan de transformation. Ce plan se traduira par le départ d'employés. Selon l'estimation de la direction, le coût lié au plan pluriannuel de réduction des éffectifs s'élève à 37 millions de dollars.

11. Obligations en vertu de contrats de location-acquisition

a. Les contrats de location-acquisition visent principalement les locaux occupés par Radio-Canada à Toronto.

Les versements minimaux de loyer à venir et les obligations découlant du bail s'établissent comme suit :

556 975	2.6	Portion à long terme
60++		Moins: portion à court terme
381 344		Obligation de location-acquisition
572 723		Déduire : intérêt implicite (7,5) % et frais accessoires
Z19 806		Total des versements minimaux à venir
ETE E47		2006 à 2027
93 039		\$007
650 55		\$00¢
33 039		7003
650 55		7007
33 088		1007
say programs		

Radio-Canada est propriétaire du terrain sur lequel est situé le Centre canadien de radiodiffusion à Toronto. L'intérêt relatif au contrat de location-acquisition du Centre est de 28,8 millions de dollars et est inclus dans les dépenses de l'exercice. À l'échéance du contrat de location, le bâtiment sera la propriété de Radio-Canada.

b. Autres

Au 31 mars 2000, les obligations de la Société relativement à des contrats de location-acquisition dans le cadre de coentreprises se chiffraient à 49 260 \$.

12. Engagements

a. Reliés aux émissions et autres

b. Contrats de location-exploitation

Les versements annuels à venir relativement aux contrats de location-exploitation se présentent comme suit :

113 620	Total des versements à venir
666 L	8707 - 5007
7 122	5004
15 380	5003
6Lt 6E	7007
L09 8t	1007
(milliers de dollars)	1000

75

9. Activités en coentreprises

a. Participation

La Société détient dans des coentreprises une participation nette de δ_i 5 millions de dollars (δ_i 5 millions en 1999) qui est compubilisée selon la méthode de la consolidation proportionnelle.

b. Evénement postérieur à la clôture de l'exercice

Au cours du premier trimestre 2000-2001, la Société a annoncé, avec son co-investisseur, la vente des coentreprises mentionnées ci-dessus. La vente totale représente 155 millions de dollars. La Société détenait une participation de 50 %.

10. Passif relié aux employés

a. Passif relié aux employés:

	173 265	168 ±6	191 543	67t 191
Autresi	715 L b	££6 \$\$	-	
Compression des effectifs (note c)	₹ 6 27	-	1 80 6	satr
Régime de retraite (note b)		-	₹96 €8	584 68
Indemnités de vacances	618 84	856 85	-	-
Indemnités de cessation d'emploi	_	-	\$61.89	bt9 LL
	7000	6661	2000	6661
	202	ו ובוזווכ	TOT	Sterine St

נות וחיווו כל הנוצון זכחב מחג צמומונכצ

b. Régime de retraite

La Société souscrit à un régime de retraite à prestations déterminées pour la presque totalité des membres de son personnel. Les prestations de retraite sont fonction de la durée des services validables et de la moyenne du salaire admissible des cinq meilleures années consécutives au cours des dix dernières années de service.

Les prestations de retraite sont déterminées au moyen d'une méthode de réparition au prorata des années de service et d'après les me la vaca es un vions de la laboration de la destaine et d'après les me la vaca es un vions de la laboration de la disposa de la disposa

Les employés sont tenus de verset une cotisation équivalant à un pourcentage de leur salaire admissible, la Société fournissant le reste du financement, au besoin, en fonction des évaluations actuarielles qui sont faites au moins tous les trois ans.

Selon les projections d'une évaluation actuarielle faite à des fins comprables, la valeur actualisée estimative des prestations de retraite était de 2 867,3 millions en prestations de retraite etait de 2 867,3 millions en prestations de retraite non capitalisées (17,9 millions en 1999). La valeur actuarielle de l'actif de la caisse de retraite au 31 mars 2000 était de 3 462,0 millions de dollars (3 138,6 millions en 1999).

Charge de retraite reportee, fin de l'exercice	t96 (%	542 04
Cotisations au régime de retraite et service des prestations	(770 L)	(551 +1)
Charge de retrare de l'exercice	1 701	108 9
Charge de retraite reportée, début de l'exercice	\$87 98	689 46
connected the testing of the state of the st	107.1	108.9
Rajustement pour compression du régime due à la compression des effectifs	73115	_
Amortissement des gains au titte des services passés (au net)	(261 14)	(087 72)
Intérêt coura sur l'actif de la caisse de retraite	(27872)	(156 91)
Coût des services rendus de l'exercice	821 74	750 15
	rolline)	(suppop ap s
	0007	6661

6. Impôt sur le revenu et impôt des grandes sociétés

En tant que société d'État visée pat la partie LXXI du Réglement de l'impôt sur le revenu, la Société est assujettée aux dispositions de l'a Lot de l'impôt sur le revenu pour ses propres activités.

La charge au titre de l'impôt sur le revenu et de l'impôt des grandes sociétés comprend :

5+2 7	152.7	
S+L 7	1527	Sharge d'impôts de l'exercice
(erallors de dollars)	A PARTIE VILLA	
6661	7000	

La charge d'impôts nette de la Société résulte principalement de l'impôt des grandes sociétés.

La Société a un report de perte sur les exercices ultérieurs de 30,5 millions de dollars (22,9 millions en 1999) à des fins fiscales, qui n'a pas été inclus dans les étais financiers et qui vient à échéance en 2005. La société à également des étaits temporaires ners que 50,4 millions de dollars (78,7 millions en 1999) provenant d'éléments reportés à des fins fiscales à diverses périodes autres qu'à des fins comprables, qui n'ont pas encore été inclus dans les étais financiers. Ces étaits temporaires proviennent généralement de la charge de retraite à payer et des frais d'indemnité de départ ainsi que de la déduction pour amortissement aut son contrat de location-acquisition à long terme lorsque l'obligation locative est répartie sur plusieurs années. La déduction pour amortissement n'est pas réclamée pour d'autres immobilisations, de la même manière que le financement des immobilisations connexe est l'en true le nex et et et et l'autre de la lieur et l'est et et l'autre de la lieur et l'est et et l'autres eu les nums blussière que le financement des immobilisations connexe est l'entre le nex et et et l'autres eu les nums blussière que le financement des immobilisations connexe est l'entre le nex et et et l'autres eu les nums blussière que le financement des immobilisations connexe est

7. Immobilisations

	968 708 7	1888881	1 068 865	607 511 1
rojets d'immobilisations en cours	886 79	_	886 +9	278 801
lens en location-acquisition	811 715	\$21 ZOI	t00 50t	625 61 1
Améliorations locatives	150 9	678 £	7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7	£66
,ehicules	\$89 68	945 97	13 109	704 11
Aobilier, matériel de bureau et ordinateurs	110 187	919 89	995 9 b	197 57
duipement technique	909 ISI I	819 143	337 463	507 125
səjqnəmm	\$ 85 788	261 213	192 691	868 491
errains	34772		277 4 8	105 58
		ollium)	rrs de dollurs)	
		əlnmuə	7000	6661
	tùoO	Amortissement	Aaleur	comptible nette

La charge d'amortissement de 15,1 millions de dollars pour l'exercice en cours (15,4 millions en 1999) relativement aux contrats de location-acquisition est incluse dans l'amortissement des immobilisations dans l'État des résultats et du fonds effectif.

reporté	suoits:	ziJidommi'	Fonds d	.8
---------	---------	------------	---------	----

880 +72	111 589	Solde, fin de l'exercice
(190 193)	(6+++51)	Amortissement du fonds d'immobilisations reporté
\$56 LEI	274 211	(Sedit parlementaire pour dépenses en immobilisations (note 3)
268 9 1 2	724 088	Solde, début de l'exercice
s de dollars)		
6661	0007	

c. Résultats nets des immobilisations

Les achars d'immobilisations par la Société sont également financés par un crédit parlementaire. Certains éléments considérés comme des ajouts aux immobilisations une année peuvent être financés par des crédits parlementaires au cours d'années différentes. Ici aussi, pour l'exercice, la Société affiche des résultats d'exploitation nets différents selon que les calculs sont faits en fonction du financement geouvememental ou des principes comptables généralement reconnus. Ces différences sont décrites ci-dessous :

971+	+167	Excedent du financement gouvernemental, fin de l'exercice
068 I	971 +	Excédent du financement gouvernemental, début de l'exercice
		du financement gouvernemental
988 7	(1817)	Résultats nets des immobilisations pour l'exercice, en fonction
328	128	Variation de la part proportionnelle de l'avoir consolidé
1947	(2 133)	Excédent (déficit) du financement des immobilisations pour l'exercice
(265 281)	(117 911)	Acquisition d'immobilisations
850 041	117 638	Total - Financement des immobilisations pour l'exercice
7017	7 199	Produit de la cession d'immobilisations / financement provenant d'autres organismes
t56281	724511	Credits parlementaires et financement gouvernemental
2000	000 \$	Financement gouvernemental pour Radio Canada International
tse [s]	72+011	spanient to sometiments specifically
san non se	4.	
6661	7000	

4. Financement de Radio Canada International

575 07	075 07	Total du financement de Radio Canada International
000 5	000 5	Fonds d'immobilisations
575 51	075 51	Fonds d'exploitation
15 525	075 51	Entente de contribution avec le gouvernement du Canada
6661	2000	

5. Services spécialisés

La Société exploite CBC Newsworld, le Réseau de l'information (RDI) et Galaxie en vertu de conditions de licence qui exigent que Radio-Canada rende compte des recettes et des dépenses différentielles de ces entreprises. CBC Newsworld et le Réseau de l'information (RDI) utilisent les excédents reportés des exercices antérieurs pour financer les activités de l'exercice courant. Au 31 mars, l'excédent d'exploitation cumulatif net reporté pour financer des activités d'exercices à venit totalisait 5,2 million de dollars pour CBC Newsworld (0,9 millions en 1999) et 24 000 dollars pour RDI (133 000 dollars en 1999). En 1999-2000, de dollars pour CBC Newsworld (0,9 millions en 1999) et 24 000 dollars pour RDI (133 000 dollars en 1999). En 1999-2000, de dollars pour RDI (133 000 dollars en 1999).

	940 26	658 76	4707	12+06	587 76	(+I8 I)
alaxie	661 8	661 8	_	LSL	568 1	(889)
10	32 020	32 156	(601)	718 88	33 227	001
BC Newsworld	278 85	115 45	918 4	L88 95	E99 LS	(927 1)
	Recettes	Dépenses	Solde net	Recettes	Dépenses	39n ablo2
		31 mars 20	00		31 mars 1999	6

3. Crédits parlementaires

Voici une ventilation des crédits parlementaires approuvés et des sommes reçues par la Société pendant l'exercice :

a. Crédits parlementaires approuvés et reçus

ap spuo,	roulement	000 +	000 þ
		744 511	₱56 ZEI
	pour Radio Canada International	000 5	000 5
	Fonds d'immobilisations teçu du gouvernement		
		110 472	132 954
	d'immobilisations de l'exercice 2000-2001	(74 694)	-
•	Somme gelée pour être reportée à l'intérieur des fonds		
•	Virement du/(au) fonds d'exploitation - Estimés Supplémentaires B 1	(90£ 8)	36 485
	Financement additionnel - Estimés Supplémentaires B	***	000 Z
i p spuo _s	immobilisations (note 7)	143 472	694 46
		SIL 1 9L	184 657
	d'immobilisations de l'exercice 1999-2000	-	996 1+)
•	Somme gelée pour être reportée à l'intérieur des fonds		
•	Virement du/(au) fonds d'immobilisations - Estimés Supplémentaires B	908 8	(38 485)
•	Financement pour compression d'effectifs et autres coûts		10+ 76
•	Financement annuel	60+ 95L	188 847
p spuo	noitstiolqxa		
s aribôrC	tono spanouddi		
		rsillim)	rs de dollars)
		0002	6661

Lorsque se produsent des changements importante dans les besoints de l'exercice courant, des sommes sont virées d'un crédit à l'autre ou reportées de l'exercice courant au moyen des jous de crédits deposées à la Chambre des communes.

b. Rapprochement des résultats d'exploitation nets en fonction du financement gouvernemental

La Société reçoit une partie importante de son financement sous forme de crédits parlementaires, lesquels sont fondés essentiellement sur ses besoins de trésorerie. Des éléments comptabilisés dans l'État des résultats et du fonds effectif d'un exercice donné peuvent être financés au moyen de crédits parlementaires au cours d'autres exercices. C'est pourquoi les résultats d'exploitation nets de la Société pour l'exercice en fonction du financement gouvernemental diffèrent de ceux résultats d'exploitation nets de la Société pour l'exercice en fonction du financement gouvernemental diffèrent de ceux résultats d'exploitation nets de la Société pour l'exercice en fonction du financement gouvernement au principes comptables généralement reconnus. Le tableau qui suit explique les écarts :

109 51	74 728	Excedent du financement gouvernemental, fin de l'exercice
ttt 67	109 51	zer einr der minermann genrannennah, debru de Lexencie
(13 843)	LS9 8	Résultats d'exploitation nets en fonction du financement gouvernemental
375	(859 61)	Eléments passés en charges mais financés au cours d'autres exercices
(14 192)	515 87	Résultats d'exploitation nets de l'exercice
e dollars)	b ersillim)	
6661	0007	

d. Charges reportées

Les charges reportées engagées pour la mise au point des chaines spécialisées sont amorties sur la période de la licence d'explontation. Les charges reportées engagées par les coentreprises sont amorties sur une période de cinq ans. Les autres charges reportées sont amorties sur la période de l'entente pertinente.

e. Coûts et obligations associés au régime de retraite

La Société souscrit à un régime de retraite à prestations déterminées qui offre diverses rentes de retraite fondées sur le nombre d'années de service et le salaire moyen en fin de carrière.

Le coût des prestations de retraite accumulées par les employés est déterminé au moyen d'une méthode de répartition fondée sur une évaluation actuarielle en vertu de laquelle les hausses salariales projetées, s'il y a lieu, sont attribuées au prorata des années de service. Ce coût rient compre des meuleures estimations de la direction concernant le rendement prévu des placements de la Gaisse de retraite, l'augmentation des salaires, le taux de mortalité des participants, l'excédent constaté lors de l'introduction de la présent prévu des placements de la ferraite des participants, le nombre de départs et l'âge de la retraite des participants. L'excédent constaté lors de l'introduction de la présent prometre de l'action de la présent convention comptable, les rajustements découlant des modifications apportées au régime, les excédents et les déficits actualités et les modifications dans les hypothèses sont amortis sur la durée moyenne estimative du reste de la carrière active déficites actualeurs.

L'écart entre la charge de retraite accumulée et les cotisations patronales au régime constitue dans le bilan un passif relié aux employés.

f. Indemnités de cessation d'emploi et de vacances

Les indemnités de cessation d'emploi et de vacances sont comptabilisées au fur et à mesure que les charges à payer s'accumulent selon les conditions d'emploi et de vacances sont comptabilisées au fur et à mesure que les charges à payer s'accumulent

Les indemnités de cessation d'emploi sont calculées sur une base actuarielle en tenant compte des paiements prévus à venir, des probabilités de paiement et du taux d'actualisation à la date d'évaluation. La valeur actualisée du coût projeté est inscrite comme passif relié aux employés.

Les indemnités de vacances sont évaluées selon les échelles salatiales en vigueur à la fin de l'exercice pour toutes les indemnités de vacances inutilisées qui s'accumulent au crédit des employés.

Etant donné qu'une partie importante du passif pour ces postes représente des charges qui seront financées principalement à partir des crédits alloués par le gouvement du Canada, ces postes n'exercent aucun effet sur l'excédent ou le déficit d'exploitation de la Société établi en fonction du financement gouvernemental.

g. Incertitude relative à la mesure

La préparation des états financiers conformément aux principes comptables généralement récondus exige que la direction fasse des estimations et des hyporbèses qui influent sur le montant déclaré de l'actif et du passif à la date des états financiers et sur les recettes et les dépenses déclarées pendant l'exercice visé. Le passif relié aux employés, la durée de vie utile estimative des biens et le passif éventuel sont les éléments les plus importants qui font l'objet d'estimations. Les chiffres réels pournient différet de ces estimations.

Notes afférentes aux états financiers

pour l'exercice terminé le 31 mars 2000

1. Pouvoirs et objectifs

La Société Radio-Canada a L'abord été constituée en vertu de la Loi conadienne sur la radiodiffusion de 1936, puis maintenue en vertu des lois sur la radiodiffusion de 1958, 1968 et 1991. Elle est mandataire de Sa Majesté, et tout bien qu'elle acquiert devient la propriété de cette dernière.

À titre de radiodiffuseur public national, la Société Radio-Canada offre, dans les deux langues officielles, des services de radio et de rélèter la globalité canadienne et de rendre comportant une programmation qui est principalement et typiquement canadienne, afin de reflèter la globalité canadienne et de rendre comportant une programmation qui est principalement et régionaux.

2. Principales conventions comptables

ce états financiers comprennent les compres de la Sociéré ainsi que sa quore-part des éléments de l'aciff, du passif, des recettes et des dépenses liés à des activités en coentreprises. Ils ont été préparés conformément aux principes comprables généralement reconnus. Voici une description des principales conventions comprables :

a. Crédits parlementaires et fonds d'immobilisations reporté

La Sociéré est financée principalement par le gouvernement du Canada. Les crédits parlementaires qui servent aux dépenses d'exploitation et aux coûts de compression des effectifs sont comprabilisés dans l'Etat des résultats et du fonds effectif. Les crédits prulementaires pour les dépenses au titre des immobilisations amortissables sont comprabilisations de la même façon et sur les mêmes périodes que les immobilisations connexes. Les crédits reporté dans le bilan et sont amortis de la même façon et sur les mêmes périodes que les immobilisations connexes. Les crédits portes au compse du fonds effectif.

b. Stocks d'émissions

res stocks d'émissions comprennent :

i) Les émissions réalisées, en cours de production ou disponibles pour la vente sont inscrites à leur valeur d'acquisition, la deux étais généraux de production ou disponibles pour la vente sont inscrites à leur valeur d'acquisition, la quote-part de la main-d'oeuvre et des frais généraux

Les coûts des émissions sont imputés à l'exploitation lorsque les émissions sont diffusées, vendues ou jugées inutilisables.

(ii) Les droits sur les films et les textes.

La Société prend des engagements contractuels relativement à des droits sur des films et des textes. Au fur et à mesure

La Société prend des engagements contractuels relativement à des droits sur des films et des textes. Au fur et à mesure

une les pairements sont effectués selont les modalités de chaque contract ils espet impurés sur contractuel et des textes.

que les paiements sont effectués selon les modalités de chaque contrat, ils sont imputés au compte. Les droits sur films sont imputés à l'exploitation suivant la grille de programmation approuvée ou lorsqu'ils sont jugés inutilisables.

c. Immobilisations

Les immobilisations sont inscrites à leur valeur d'acquisition, moins l'amortissement cumulé. Le coût des biens construits par la Société comprend les matériaux, les frais directs de main-d'oeuvre et les frais généraux qui s'y rapportent. Les immobilisations inscrites comme locations-acquisitions sont initialement inscrites selon la valeur actualisée des versements minimaux de loyer au début du bail. L'amortissement est calculé selon la méthode linéaire en fonction de taux basés sur la durée de vie utile

0

Les améliorations locatives sont capitalisées et amorties sur la durée restante du contrat de location (durée maximale de cinq ans). Les sommes relatives aux projets d'immobilisations en cours sont reportées à la rubrique appropriée des immobilisations lorsque le projet est achevé, et elles sont alors amorties conformément à la politique de la Société.

84

État des flux de trésorene

pour les exercices terminés le 31 mars

		Les notes ci-joinnes sont partie intégrante des étuts sinanciers.
722.82	66† 18	Encaisse et placements à court terme, fin de l'exercice
1 79 88	277 27	Encaisse et placements à court terme, début de l'exercice
35 148	272 2	Augmentation de l'encaisse et des placements à court terme
(589 151)	(111 523)	
(987 01)	265 21	Срагдея тероттеев
(708 ٤)	(6t0t)	Portion de capital des paiements de location-acquisition
(265 281)	(177 911)	Acquisitions d'immobilisations
		Activités d'investitsement
850 111 028	171 938	
to1 2	991.7	tinancement provenant d'autres organismes
		Produits de l'aliénation d'immobilisations/
000 5	000 5	d'immobilisations pour RCI
		Financement gouvernemental pour l'acquisition
000 †	000 +	Fonds de roulement
132 954	110 472	Fonds d'immobilisations
		(Fedus parlementaires (note 3):
		Activités de financement
SZZ 7 †	(889 7)	
849 84	(576 45)	caisse et placements à court terme (note 15)
		Variation nette des soldes du fonds de roulement hors
(190 193)	(6++ +51)	Amortissement des fonds d'immobilisations reportés
(7+1)	(981 9)	Passif relié aux employés - long terme
088	198 6	Passif relié aux employés - court terme
185 8	-	Amortissement des charges reportées
191 502	154 872	Amortissement des immobilisations
		Fostes horse cases:
(69+1)	₽ Z	(Cain) perte sur l'aliénation d'immobilisations
(14 165)	28 315	Résultats nets d'exploitation pour l'exercice
		Activités d'exploitation
s de dollars)		
6661	2000	

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employés (note 10) 161 243	Passif relié aux
	A long terme
808 £87	
vertu de contrats de location-acquisition (note 11) 4 409	Obligations en
employés (note 10) 123 765	Passif relié aux
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•	A court terme
	fizzeq
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s et autres éléments d'actif	Charges reportée
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16£ 08£	
vance 43 462	Frais payés d'av
£05 9†I suc	Stock d'émissic
276 801	zmondo(1
cements à court terme	Encaisse et pla
	A court terme
	Actif
<u>w)</u>	
0007	
	an 31 mars

Les notes ci-jointes font partie intégrante des états financiers.

Approuvé au nom du Conseil d'administration:

Emgagements et éventualités (notes 12 et 13)

Fonds d'immobilisations reporté (note 8)

Obligations en vertu de contrats de location-acquisition (note 11)

Un administrateur,

1 463 813

687 E77 I

586 948

(43 284)

867 802 I

(665 52)

222727 I

724 088

381 760

Un administrateur,

Fond effectif Fonds effectif

État des résultats et du fonds effectif

pour les exercices terminés le 31 mars

(665 52)	(43.284)	Solde du compte du fonds effectif, fin de l'exercice
000 t	000 +	Fonds de roulement (note 3)
(+E+ 59)	(665 52)	Solde du compte du fonds effectif, début de l'exercice
(591 +1)	515 87	Résultats d'exploitation nets pour l'exercice
2 745	1527	et des grandes sociétés (note 6)
		Provision pour l'impôt sur le revenu
(11 450)	990 18	Résultats d'exploitation nets avant impôts
692 586	t89 tE6	
190 193	ott tel	Amortissement du fonds d'immobilisations reporté (note 8)
575 51	12 250	Financement affecté à Radio Canada International (note 4)
184 657	511 to1	(Esolu palementare d'explonation (note 3)
		: inancement gouvernemental
(681 446)	(819 £06)	gouvememental et impôts
		Perte nette d'exploitation, avant financement
1431 724	981 80+ 1	Total des dépenses avant impôts
191 702	124 872	Amortissement des immobilisations
16 204	15 273	Alanoitstration nationale
15 216	140 81	Paiements aux stations privées
677 41	17 153	Radio Canada International
877 79	108 89	Transmission, distribution et collecte
587 76	658 76	(ζ ston) sesilaisés sesivaes
1 072 084	LOL ISO I	Coûts des services de télévision et de radio
		səsuədəC
590 181 092	895 1 05	
658 89	718 87	×19.11(]
12406	940 46	Services spécialisés (note 5)
5 £7 92£	328 705	Emblene et ventes d'emissions Récettés
ers de dollars)	որլա)	55445500
6661	2000	

Rapport du Vérificateur

Au Conseil d'administration de la Société Radio-Canada et à la ministre du Patrimoine canadien

J'ai vérifié le bilan de la Société Radio-Canada au 31 mars 2000 et les états des résultats et du fonds effectif et des flux de trésorerie de l'exercice terminé à cette date. La responsabilité de ces états financiers incombe à la direction de la Société. Ma responsabilité consiste à exprimet une opinion sur ces états financiers en me fondant sur ma vérification.

Ma vérification a été effectuée conformément aux normes de vérification généralement reconnues. Ces normes exigent que la vérification soit planifiée et exécutée de manière à fournit l'assurance raisonnable que les états financiers sont exempts d'inexactitudes importantes. La vérification comprend le contrôle par sondages des éléments probants à l'appui des montants et des autres éléments d'information fournis dans les états financiers. Elle comprend également l'évaluation des principes comptables suivis et des estimations importantes faites par la direction, ainsi qu'une appréciation de la présentation d'ensemble des états financiers.

A mon avis, ces états financiers donnent, à tous les égards importants, une image fidèle de la situation financière de la Société au 31 mars 2000 ainsi que des résultats de son exploitation et de ses flux de trésorerie pour l'exercice terminé à cette date selon les principes comptables généralement reconnus. Conformément aux exigences de la Loi sur la radiodiffusion, je déclare qu'à mon avis ces principes ont été appliqués de la même manière qu'au cours de l'exercice

De plus, à mon avis, les opérations de la Société dont l'ai eu connaissance au cours de ma vérification des états financiers ont été effectuées, à tous les égards importants, conformément à la partie III de la Loi sur la radiodiffusion et aux règlements administratifs de la Société.

Le vérificateur général du Canada,

L.Denis Desautels, FCA

Ontawa, Canada le 2 juin 2000

Responsabilité de la direction à l'égard des états financiers

Les états financiers et tous les autres renseignements figurant dans le rapport annuel relèvent de la direction et ils ont été examinés et approuvés par le Conseil d'administration de la Société. Les états manciers, qui comprennent aussi des chiffres fondes sur la meilleure estimation découlant de l'experience et du jugement de la direction, ont été préparés avec soin, en fonction de l'importance relative des opérations et selon les principes comptables généralement reconnus.

La direction de la Société tient des livres et des documents comptables, de même que des systèmes de contrôle et d'information à des fins de gestion financière et administrative, qui sont conçus pour la production de renseignements financiers fiables et exacts en temps opportun. Ces contrôles permettent de garantit taisonnablement que les biens sont protégés, que les ressources sont gérées avec économie et efficacité en vue de la réalisation des objectifs de la Société, que les ressources sont effectuées de façon efficacité en vue de la réalisation des objectifs de la Société, que les nus règlements administratis de entre les transactions sont contonnes à la Loi sur la radioaliffusion et aux règlements administratis de entre les transactions sont contonnes à la Loi sur la radioaliffusion et aux règlements administratis de controlle de la région controlle de la région des objectifs de la Société de la région des objectifs de la Société de la réalisation des objectifs de la réalisation des objectifs de la la réalisation des objectifs de la réalisation de la réalisation de la réalisation des objectifs de la réalisation de la réalisat

Il incombe au vérificateur interne de la Société d'évaluer les systèmes, les méthodès et les pratiques de la Société d'évaluer les vérification indépendante des états financiers de Société. Le vérificateur général du Canada effectue une vérification indépendante des états financiers de la Société et en fait un compte rendu à la Société Radio-Canada et au ministre du Patrimoine canadien.

Le Comité de vérification du Conseil d'administration, qui comprend quatre personnes, dont aucune n'est membre de la direction, revoit les états financiers ainsi que le rapport du vérificateur général y afférent, et fait des recommandations au Conseil d'administration à cet égatd. Il supervise les activités de vérification interne et rencontre régulièrement la direction, le vérificateur interne et le vérificateur général du Canada pour discuter du processus d'établissement des rapports financiers ainsi que des questions concernant la vérification, la comptabilité et les rapports.

Ottawa, Canada le 19 juin 2000

La promière vice-présidente aux Ressources,

Dounce Menters

derordont-directeur general,

43

Points saillants financiers

Dépenses

Avant-propos

Détat des résultats démontre une baisse des dépenses d'exploitation de 23,1 millions de dollars comparaityement aux résultats de l'exercice précédent. Les chiffres de 1999-2000 incluent des coûts reliés à la mise en œuvre du plan de transformation des activités pour faire face aux nouveaux défis de la Société.

Le passage au nouveau millénaire a été un point tournant pour la Société. Dans un contexte de mondialisation et de concurrence accrue au niveau des chaînes spécialisées, il est clair que la Société doit relever de nouveaux défis pour continuer à offrit une programmation canadienne distinctive et de qualité. Au cours de l'exercice 1999-2000, la Société a donc concentré ses efforts sur l'examen de ses activités, dans le but d'établit un plan de transformation qui sera mis en œuvre au cours des prochaînes années.

La diminution des dépenses peut s'expliquer par des projets spéciaux réalisés au cours de l'exercice 1998-1999, notamment l'important projet de restructuration des archives.

Résultats de l'exercice

Financement gouvernemental

afferente aux états financiers. précédent, comme il est expliqué à la note 3b) dollars, si on inclut l'excédent reporté de l'exercice millions de dollars, ou encore de 24,3 millions de Sur cette base, on obtient un résultat net de 8,7 nécessitant pas de fonds d'exploitation courants. dire qu'elle ne prend pas en compre des postes ne fonction du financement gouvernemental, c'est-àisations. Cependant, la Société gère ces activités en tion courants tels que l'amortissement des immobildes postes ne nécessitant pas de fonds d'exploitagénéralement reconnus, qui requièrent d'inclure séquences de l'application des principes comptables ercice 1999-2000. Ce résultat reflète les cond'exploitation de 28,3 millions de dollars pour l'ex-Les états financiers ci-joints indiquent un excédent

La note 3a) afférente aux états financiers décrit en décail les fonds reçus du gouyernement au cours de l'exercice. Le gouvernement a accordé à Radio. Canada ainsi qu'aux diverses sociétés d'État une légète augmentation du crédit d'exploitation pour contrer la hausse de la masse salariale et des avantages sociaux à payer, ce qui explique la hausse du crédit d'exploitation par rapport à l'exercice précéctédit d'exploitation par rapport à l'exercice précéctent.

Recettes

Les fonds d'immobilisations, qui s'établissaient cette année à 115,4 millions de dollars, ont servi aux projets reliés au passage à l'an technologie renérique et à l'implantation de nouveaux systèmes informatiques.

La dépendance par rapport aux recettes de source interne s'est accrue au fil des ans à cause de la réduction des fonds provenant du gouvernement. On remarque cette année une stabilisation des recettes publicitaires et des recettes tirées de la vente d'émissions, tandis que les recettes diverses sont en hausse, principalement du fait de la diffusion des Jeux panaméricains et des activités accrues de location d'équipement et d'installations. Il y a eu aussi une augmentation significative des recettes provenant des chaînes apécialisées, notamment en raison de la distribution par satellite de Newsworld, de Oalaxie et de RDI.

Postes du bilan

Laugmentation de la masse salariale et les frais courus pour la mise en œuvre du plan de transformation expliquent la hausse des charges à payer reliées aux employés comparativement à l'exercice précédent.

actuarielle effectuée à des fins comptables.

deux derniers postes découlent d'une évaluation

d'emploi et des charges de retraite reportées. Ces

inclut des charges salatiales et des indemnités de

Le poste des charges à payer reliées aux employés

vacances à payer, des indemnités de cessation

45

Bernardi. L'enregistrement du Studio de musique ancienne de Montréal, L'Harmonie des sphères, sous la direction de Christophet Jackson, a reçu le prix Félix dans la catégorie « disque de l'année classique – orchestres et grands ensembles ».

Nouveaux médias

Dans le domaine des nouveaux médias, de nombreux prix ont confirmé cette année la qualité des sites et des émissions de Radio-Canada auxquels le public a accès sur Internet. Lors de la remise des prix Boomerang 1999, le site Francomania a remporté le prix du meilleur produit culturel sur remporté le Site Jeunesse, celui de la meilleure version electronique d'un media traditionnel.

Le site de l'Atlantique a été couronné site du jour par acadie net en novembre et site du mois par capacadie com en janvier. En décembre, le site chace lors de la compétition WebAward Site. Le site jeunesse CBC4Kids a, pour sa part, remporté le Web Prize, prix spécial du jury des prix Italia, tandis que le site Street Cents a gagné le Nova Ronuledge et le Lycos.com du meilleur site Web.

Autres prix

distribution en permanence par satellite. premier réseau de télévision à assurer sa en reconnaissance de son travail en tant que un deuxième Emmy dans la catégorie technique, Sciences a remis cette année à Radio-Canada la National Academy of Television Arts and du patrimoine culturel canadien. Aux Etats-Unis, breserves comme des temorgnages permanents d'une sélection de 12 chefs-d'oeuvre qui seront succès critique et populaire et faisaient partie raison de leur importance culturelle et de leur Radio-Canada. Les œuvres ont été choisies en et de la Télévision françaises et anglaises de canadien étaient des productions de la Radio VA'l eb noitsevreserq el ruoq teurt ub « 0002 canadiens du programme « Œuvres magistrales catégories tadio et télévision des Classiques En février, les six œuvres primées dans les

Les deux chaînes de la Radio anglaise, Radio One et Radio Two, ont récolté chacune de nombreux parx peut lours emissions. La Radio and Television prix, dont cinq pout des émissions diffusées au niveau national et six au niveau régional. Trois médailles d'or, quatre d'argent et deux de bronze ont été remportées par la Radio anglaise lors des New York Festival Awards. L'or est revenu à World Economic Forum, Luke and the Big Circles et

La Radio anglaise était en compétition avec 18 mittes i thiodittuseurs publics lorsqu'elle a temporte le très convoité prix Italia du meilleur documentaire diffusé à la radio durant l'année pour The l'émission Outfront. L'Association des infirmières et infirmiers du Canada a décerné cinq prix à la Radio anglaise, dont les deux attribués aux meilleures émissions radiophoniques. Les gagnants meilleures émissions radiophoniques. Les gagnants contra Brand New Eyes: Laser Eye Surgery (David Contract). Practes et l'aprecient l'Active). Universitaire de l'ambanda l'aprecient de l'aprecient d

Orace à leur émission Village of Widows: The Story of the Uranium Ore Camers of Deline, les journalistes David McLauchlin et Peter Puxley ont remporté un prix lors de la 24° remise des Media Human Rights Awards. Yvette Brend a reçu le prix de la meilleure enquête-reportage de l'Association canadienne des journalistes pour l'excellente série intitulée Who is Dr. Y'? Stuart l'excellente série intitulée Who is Dr. Y'? Stuart NAL o m. de l'emission Ha V prit (.... a remporte cette année la Stephen Leacock Memorial Medal for Humour, tandis que Curt Petrovich a reçu le prix Michener en reconnaissance de services publics exceptionnels dans le domaine des médias.

JAS saupsib sal

Les disques SRC ont reçu sept nominations aux prix Juno cette année. Alexina Louie a remporté celui décerné à la meilleure composition de musique classique pour Shattered Night, Shiremig Surs, interprétée par l'Orchestre du Centre national des arts, sous la direction de Matio

Prix nationaux et internationaux

les catégories de l'information en recevant 14 prix, dont trois pour the fifth estate. Le producteur délégué David Studer a reçu le Gordon Sinclair Award pour sa contribution exceptionnelle au journalisme télévries canadien. Peter Manschales nu eté consacré meilleur lecteur de nouvelles pour une cinquième année, et Tom Kennedy a remporté le prix du meilleur reportage pour Shelter Blast.

CBC Newsworld a reçu le prix de la meilleure couverture en direct d'un événement pour l'excellent reportage sur l'écrasement du vol 111 de la Swissair. Dans la catégorie des émissions dramatiques, Da Vinci's Inquest et Foolish Heart ont été primées, de même que les émissions This Hour Has 22 Minutes et Made in Canada, dans la catégorie comédie. Le Service des sports a aussi remporté un Gemini pour sa couverture des Jeux du Commonwealth.

Plus de 2 000 productions de 43 pays ont été soumises au 42ºd New York Festival Awards, et la Télévision anglaise s'y est distinguée en remportant quante médailles d'or et trois médailles de bronze. L'or est allé à Joshua's Mother, AIDS Charity, Blood on the Coal et Dead Aviators.

La production Karen Kain: Dancing in the Moment, écrite et produite par Veronica Tennant et réalisée par Joan Tosoni, a remporté un prestigieux International Emmy Award dans la catégorie des arts de la scène. Aux États-Unis, lors du Columbus International Film & Video Festival, 77 prix ont été décennes aux productions de la Télévision anelaise.

oibeA

A la Radio française, le journaliste Pierre
Duchesne, de Dimanche Magazine, a reçu
en décembre le prix Amnistie internationale
dans la catégorie « presse électronique » et ce,
pour une deuxième année consécutive. Par
ailleurs, Hugues Poulin, à Paris, a été parmi les
correspondants de guerre finalistes du prestigieux
prix Bayeux pour une série de reportages effectués
au Kosovo.

De nombreux prix ont été décennés à Radio-Canada en 1999-2000. On en trouvera ci-après une liste pattielle.

Télévision

également remporté le prix du multiculturalisme. une fille, qui en a reçu quatre. La série Le Polock a qui ont récolté chacun cinq Gémeaux, et Un gars, Le dernier des hommes d'honneur et Le Polock, par l'Académie, mentionnons Omertà III: sportive. Parmi les coproductions récompensées prise no noissurie omb nominime subflioni Claude Charron ayant reçu le Gémeaux de la année à l'antenne, Franc jeu a marqué un but, « meilleur journal télévisé ». Pour sa première uonos ej suepoujed ej onoduor i ea jorj prix, et Bêtes pas bêtes +, deux. Le Téléjournal Découverte et 4 et demi... ont reçu chacun trois meilleure réalisation et de la meilleure recherche. Zone libre en a remporté quatre, dont ceux de la 16 sont allés à des productions maison. L'émission canadienne du cinéma et de la télévision, dont 38 prix Gémeaux décernés par l'Académie En septembre, la Télévision française a récolté

Deux prix ont été attribués à des émissions de La Samaine verte au Festival international du film agricole de Mitta, en Slovaquie. Le prix Judith-Jasmin a été attribué cette année à l'émission Découverte a récolté trois prix importants : en décembre, en France, le reportage intitulé Hibernia a reçu le prix Roberval et, à la même période, à neçu le prix Roberval et, à la même période, à plamète a remporté le prix du ministère de la Dulture et des Communications au festival Télé-Science; en janvier 2000, le reportage La régénération de la moelle épinière a remporté le prix d'excellence de l'Association des infirmières de prix d'excellence de l'Association des la moelle épinière a remporté le prix infirmières du Canada.

Pour sa part, la Télévision anglaise a encore une fois remporté les honneurs lors de la remise des Gemini Awards, puisqu'elle en a récolté 41 pour ses productions et coproductions. Le Service des nouvelles, a tunihtés et CBC. Xeusmorld, a dominé nouvelles, a tunihtés et CBC. Xeusmorld, a dominé

Après le décès de Marcel Pépin, ombudsman des services français, en mai 1999, David Bazay, ombudsman des services anglais, s'est occupé des fonctions des deux bureaux de façon intérimaire, avec l'aide de l'adjointe de M. Pépin, Micheline Ménatd, et de Mario Cardinal, ancien ombudsman des services français. Renaud Gilbert, qui a été directeur administratif du Réseau de l'information, a été nommé au poste le l'mats 2000.

Coordonnées

Bureau de l'ombudsman, Services français Societé Badio-Canada C.P. 6000 Montréal (Québec) 1430 3.45 ombudsrc@montreal.radio-canada.ca

The Ombudaman, English Services Candum broadcasting Corporation P.O. Box 500, Station A Toronto, Ontario MSW 1E6 ombudaman #toronto.ca.

La responsabilité envers le public

nouvelles ou d'actualités, il reçoit d'abord une réponse de la personne responsable de l'émission. Si le plaignant juge la réponse insatistatsante, il peut écrite à l'ombudsman.

appropriés. réception et ont été transmises aux secteurs d'information ont fait l'objet d'un accusé de portaient pas directement sur les émissions on en comptait 704. Les, communications qui ne de l'ombudsman; du côté des services anglais, d'information qui relevaient de la compétence services français, 107 visaient des émissions anglaise. Parmi celles qui s'adressaient aux française et 1 066, la programmation de langue concernaient la programmation de langue Cent sorgante-neut communications en 1998-1999 et à 921 en 1997-1998. communications, comparativement à 1 108 1 235 plaintes, commentaires et autres (services francais et anglais combinés) a traité En 1999-2000, le Bureau de l'ombudsman

réseau Vennue. anglaise à Edmonton et l'émission de télévision ont examiné l'émission du matin de la Radio 2000, on attendait des rapports des comités qui d'administration de la Société. A la fin de mars intéressés, à la haute direction et au Conseil été transmis aux responsables de la programmation programmation. Les rapports des comités ont l'exactitude, à l'équité et à l'intégrité de la fondamentalement rien à redire quant à des membres des comités n'avaient Ontario. A part quelques critiques, la plupart Toronto pendant la campagne électorale en l'émission de télévision de début de soirée à examiné l'émission de radio du matin et Nouvelle-Ecosse. Un troisième comité a télévision de début de soirée à Ottawa et en émissions de radio du matin et les émissions de journalistiques. Deux comités ont examiné les la Société se conforme à ses propres politiques en 1999-2000 pour évaluer dans quelle mesure a constitué cinq comités consultatifs de citoyens Le Bureau de l'ombudsman des services anglais

Les mécanismes de responsabilisation

Comme les années précédentes, la Société Radio-Canada a rendu des compres à la ministre et au Parlement dans son Rapports requis à la fin de l'année de diffusion, et à ses actionnaires par l'intermédiaire de son site Web et de son bilan annuel à l'antenne. Dans celui-ci, la Société a informé les Canadiens de son mandat, de l'étendue de ses activités et de ses plans, et de la manière dont elle a géré les fonds reçus du Parlement.

Les relations communautaires

Le directeur et le personnel des stations demeurent les porte-parole de la Société en région. Orâce à leur participation active à des projets communautaires et à des activités d'intérêt public, les stations régionales ont continué à créet des liens solides avec les aux activités qu'elles desservent. En participant aux activités culturelles, artistiques et sportives fant sur le plan local, régional que national, ainsi qu'à des événements organisés à des fins chantales. Rado-Canadiens

L'ombudsman

Afin d'assurer l'excellence de ses émissions d'information et de permettre aux téléspectateurs et aux auditeurs d'adresser à une instance impartiale et indépendante des plaintes sérieuses et non réglées ayant trait au journalisme de Radio-Canada, la Société a créé, en 1991, le Bureau de l'ombudaman.

Le bureau compre deux directeurs, l'un pour les services français, l'autre pour les services anglais. Il relève directement du président-directeur général et est complètement indépendant des directions des composantes médias de la Société.

Lorsqu'un auditeur ou un téléspectateur formule une plainte concernant une émission de

nouvelles technologies, le sport et la santé. Les internautes peuvent aussi consulter des reportages dans le cybermagazine Infoculture, des profils d'athnanateurs » et les bulletins d'informations régionales de l'est à l'ouest du pays.

cpc·ca

Un nombre croissant de Canadiens fréquentent le site ebc.ca pour une programmation de qualité supérieure, qu'il s'agisse noramment de nouvelles locales, nationales ou internationales, de variétés, de rapports sur la consommation, de guides horaires ou d'émissions jeunesse sur CBC4Kids. En 1998-1999, le site cbc.ca produisait 1,2 million de pages vues en moyenne pat semaine. Ce chiffte depasse maintenant régulièrement les 3,5 millions.

Orâce aux progrès rechnologiques, la Radio anglaise et CBC Newsworld offrent maintenant un accès sur demande à leurs bulletins horaires de nouvelles par le biais de Real Audio et de Real Video. Plusieurs émissions diffusées à l'antenne proposent des segments en ligne pour écoure ultérieure, créent des archives virtuelles d'information et transportent les Canadiens dans les coulisses de quelques-unes des émissions les plus populaires au pays.

Les propriétaires d'agendas électroniques de poche peuvent désormais rélécharger les nouvelles de la CBC dans leurs appareils grâce à une entente avec Avant-Go. Les clients de Bell Mobilité peuvent recevoir chaque jour des bulletins d'actualité sur leur téléphone cellulaire. Par ces services, Radio-leur téléphone cellulaire. Par ces services, Radio-Canada permet aux gens de choisit le moment et l'endroit qui leur conviennent pour passet en revue l'actualité.

L'os alluances strategeques, comune celles centelues avec chapters, ca et captus, com, permettent aux internautes d'obtenir une information qui s'apparente à leur expérience en ligne. En parcourant chapters, ca, par exemple, ils peuvent avoit accès à des compres rendus de livres, à des entrevues et à des portraits que l'on trouve également sur che, ca.

Les nouveaux médias

A titre de radiodiffuseur public, Radio-Canada joue un rôle important dans le domaine des nouveaux médias. En 1999-2000, plus de deux millions de Canadiens ont compré sur les sites Internet de Radio-Canada pour les informer, les éduquer et les Ancitti

Orâce à leur approche innovarrice et au recours à diverses rechniques liées à Internet et au traitement des données, les sites radio-canada.ca et cho.ca se révèlent être plus que des sites de premier choix pour obtenir l'information la plus complète sur la Toile. Ils sont en train de devenir des outils de rapprochement et d'ouverture sur le monde pour les Canadiens, à l'endroit et au moment de leur les Canadiens, à l'endroit et au moment de leur les Canadiens, à l'endroit et au moment de leur les Canadiens, à l'endroit et au moment de leur chest.

גמקוַס-כמשמקמיכמ

Depuis 1995, le site radio-canada.ca ouvre une fonêtre virtuelle sur l'univers de la Radio et de la Télévision de Radio-Canada et contribue à enrichit l'offre de contenu francophone sur la Toile. Il produit deux millions de pages vues par semaine, une augmentation de 70 pour cent par rapport à l'an demier.

Le site radio-canada.ca offre aux internautes de tous âges une cyberagora d'information et de divertisse-jeunesse, nouvelles, culture, sports, sciences, éducation, régions, lei Radio-Canada, radio, rélé — et donne la parole aux visiteurs dans la zone Tribunes. Il contient plus de 90 000 pages et plus de 2 000 heures de segments audio et vidéo à consulter. Chaque semaine, il offre, par le biais de Real Chaque semaine, il offre, par le biais de Real diffusées en direct de la Première Chaîne, de la diffusées en direct de la Première Chaîne, de la Chaîne culturelle et du Réseau de l'information.

Le site radio-canada.ca est une référence en matière de nouvelles et d'information sportive et culturelle. Accessible en permanence à partir d'autres sites, quebecplus.ca, le site offie un lien direct avec les grands titres de l'actualité en passant par la politique, l'économie, les indices boursiers, les politique, l'économie, les indices boursiers, les

Galaxie

A la fin de mars 2000, Galaxie, service audionumérique payant de Radio-Canada, comprait plus de 700 000 abonnés dans tout le pays. Lancé en septembre 1997, Galaxie offre 30 chaînes diffusant de la musique jour et nuit, 7 jours sur 7, sans public ne mammation.

Oalaxie met en vedette le talent canadien ainsi que la plus belle musique et les meilleurs musiciens du monde entier.
Oalaxie est distribué par les deux distributeurs satellite canadiens, ExpressVu et StarChoice, par le service micro-ondes et StarChoice, par le service micro-ondes croissant de câblodistributeurs canadiens, dont Vidéotton et Rogers.

En février, Radio-Canada et Corus
Entertainment Inc. ont conclu une entente
de mise en marché prévoyant l'offre aux
distributeurs d'un programme conjoint de
40 chaînes différentes comportant 20
chaînes de Galaxie et 20 chaînes de DMX.
Ce programme sera baptisé Le Meilleur de
DMX et de Galaxie.

Oalaxie, qui a notamment pour mandat de générer des recettes pour les services radio de Radio-Canada, a atteint son seuil de rentabilité en octobre 1999, soit 25 mois après son lancement.

une session de l'ONU à New York et la rencontre des ministres de la Culture à Oaxaca, au Mexique.

Nouveaux services

Cette année, RCl a amélioré son site Internet (voinet.ca) et, dans la foulée des préparatifs de la conférence La radiodiffusion internationale site permanent (defis.ca). RCl a également lancé un cyberjournal publié en français, en anglais et en espagnol, qui couvre les manchettes de l'actualité canadienne et qui est distribué gratuitement par courriel aux est distribué gratuitement par courriel aux personnes qui s'y abonnent.

Amélioration des équipements

RCI a mis en service de nouveaux émetreurs à Sackville, au Nouveau-Brunswick. Ils ont d'ailleurs servi, à l'hivet 2000, aux premiers essais de radiodiffusion numérique sur ondes courtes à partir du Canada.

Radio Canada International

nombreux festivals dans diverses villes canadiennes.

- RCI a coproduit avec son partenaire, l'IMER (Instituto Mexicano de la Radio), des reportages sur l'ALENA, cinq ans après l'entrée en vigueur du traité.
- Il a coproduit avec Radio Guangdong une émission d'une heure qui a été diffusée en direct à Guangzhou sur les ondes de celle-ci.
 Il s'agit là d'une première.
- Dans le cadre du projet Découvrez le Canada, on a produit des reportages en plusieurs langues dans diverses régions du pays : le Nunavut, Yellowknife, Halufax, Edmonton, Vancouver et l'Île-du-Prince-Édouard.
- Compre tenu de la visite du premier ministre Chrétien en Pologne et en Ukraine et de la tenue d'élections en octobre dans ce dernier pays, les émissions quotidiennes en ukrainien ont commencé, dès avril, à mettre l'accent sur des sujets liés aux institutions démocratiques, à la transition vers une économie de marché et au rôle des jeunes dans la vie publique. Les élections ont ensuite fait l'objet d'une couverture.
- De décembre 1999 à mars 2000, dans le contexte de l'Année internationale de la culture de la paix, on a présenté une série d'émissions, dans toutes les langues de diffusion de RCI, portant sur la contribution du Canada à cette culture.

Les journalistes et animateurs de RCI ont couvert plusieurs événements à l'étranger, notamment la signature de l'entente Montréal-Shanghai, la visite du premier ministre Chrétien en Europe, le Sommet du G8 à l'Organisation des États américains au l'Organisation des États américains au la Conmet de l'APEC en Nouvelle-Selande, la tournée d'Équipe Canada au Japon, la participation du ministre des Affaires de participation du ministre des Affaires de cerangères du Canada, Lloyd Axworthy, à étrangères du Canada, Lloyd Axworthy, à

Radio Canada International (RCI) a pour mandat d'acctofite le rayonnement du Canada à l'étranger et de faire connaître les valeurs culturelles et les réalités de notre pays. Le service diffuse en sept langues (français, anglais, espagnol, russe, ukrainien, mandarin/cantonais et arabe) sur ondes courtes, par satellite et pat Internet (reinet.ca). Dans plusieurs pays, des fraio publiques, privées et même universitaires assurent la retransmission de ses émissions.

En 1999-2000, RCI a préparé sa conférence biennale sous le thème La radiodiffusion internationale face à ses défis VI. On a également fait des préparatifs en vue du déménagement à la Maison de Radio-Canada au printemps 2000.

RCI a reçu la médaille de bronze au Grand Prix International Radio de l'URTI (Université Radiophonique et Télévisuelle Internationale) pour le documentaire Chaloupier, un métier rare sinon en voie de disparition.

Cette deuxième année de financement stable a été une année de développement à RCI sur plusieurs fronts : programmation, nouveaux setvices et amélioration des équipements.

Programmation

Plusieurs initiatives de programmation ont été prises en 1999-2000 :

- A l'automne, on a commencé à diffuser pendant la nuit des bulletins de nouvelles de RCI à la Radio française de Radio-Canada.
- On rediffuse une deuxième fois l'émission quotidienne en mandarin.
- Plusieurs émissions ont été réalisées, en tout ou en partie, à Winnipeg, lors des Jeux panaméricains, à Moncton, lors du VIII°.

 Sommet de la Francophonie (coproductions avec la radio de Radio-Canada à Moncton et diffusion d'émissions de RCI sur le réseau atlantique de la Radio française), et lors de atlantique de la Radio française), et lors de

CBC Newsworld s'est associé au Réseau de l'information (RDI) pour faire de l'émission Culture Shock (Culture-choc en français) une tealité. D'autres protets de collaboration avec BDI sont prévus afin de mieux refléter auprès du public anglophone les débats et les discussions qui ont cours au Canada français.

Les superbes documentaires produits pour l'émission Rough Cuts dépendent de la collaboration et du soutien d'un grand nombre de partenaires issus des différentes régions du pays, notamment le Fonds canadien de télévision, l'Office national du film, les organismes provincis aux de financement, d'autres chaînes spécialisées relles que WTN, Vision TV, SCN, le Knowledge relles que WTN vision TV, SCN, le Knowledge d'un bout à l'autre du pays.

Moral Darde, émission helsdomadaire tratant des grandes questions religieuses, spirituelles et morales qui sous-tendent les événements de l'actualité rapportés par CBC Newsworld, a été produite en collaboration avec Vision TV.

CBC Newsworld, I'un des partenaires fondateurs de Cable in the Classroom, travaille de concert avec le secteur canadien du câble pour produire plus de 50 heures par an d'émissions originales et sans publicité à l'intention des enfants d'âge scolaire.

Auditoires et distribution

CBC Newsworld compre sept millions de téléspectateurs canadiens par semaine et pénètre dans 8,8 millions de foyers, ce qui dépasse les chiffres de n'importe quelle autre chaîne spécialisée canadienne. Le service est maintenant dispanible sur les systèmes de diffusion directe par satellite et de distribution multipoint (SDM).

Pour la saison 1999 (année de diffusion rerminée le 31 août 1999), CBC Newsworld a obtenu une part d'auditoire de 1 pour cent, ce qui est supérieur à toutes les autres chaînes d'information continue. L'emission speciale 25.77 d'etr presente l'i veille du jour de l'An a attiré un auditoire minure par minure de l'An a attiré un auditoire minure par minure de l'An a attiré un auditoire minure de l'an actiré un auditoire de l'histoire du résit la deuxième en importance de l'histoire du réseau, du point de vue de l'auditoire.

extrêmement intéressants avec des vedettes de l'actualité canadienne de divers horizons.

Du côté international, lan Hanomansing et Joe Schlesinger ont joint leurs efforts pour nous présenter des reportages en provenance d'Europe, d'Afrique et d'Asie à l'émission hebdemadante Fereign Assagnancie.

Les séries Kough Cuts et The Passionate Eye, de retout à l'antenne, ont proposé à leurs auditoites respectifs des documentaires de calibre international en provenance du Canada et de l'étranger. On a notamment présenté en prunour i la telévision canadienne, Last Passion analyse de l'holocauste dont le producteut délégué est Steven Spielberg et qui a remporté un Oscar aux États-Unis.

D'untes emissions ont également été remises à l'antenne : counterSpin, où Avi Lewis anime de solides débats politiques; CBC Moming, qui permet de bien commencer la journée; Acte su ald Reperts, animee par Alison Smith, qui constitue un résumé de l'actualité de la journée; Newsworld Business News, pour ceux qui s'intéressent aux actualités financières; Culture Shock, qui permet à de jeunes reporters de parcourit le Canada en long et en large pour expliquer les différences culturelles; pour expliquer les différences culturelles; fiaits nouveaux.

Partenariats

L'engagement de CBC Newsworld envers les producteurs indépendants canadiens représente l'un des éléments de la stratégie du réseau, qui vise à intégrer une programmation diversifiée et de qualité à sa grille et à favoriser l'épanouissement des talents canadiens.

Cette année, des entreprises de production indépendantes telles que High Road
Productions (counterSpin, animé par Avi Lewis),
Miccal Media (Cautre, 24, ct.) et Key Medra
(Fashion File) ont apporté une contribution
précieuse à la programmation existante de CBC
Newsworld avec leur dynamisme et leurs nouveaux domaines d'expertise.

CBC Newsworld

CBC Newsworld s'est attaqué à des dossiers et à des situations complexes pour offrir en direct, parfois pendant une journée entière, des mises en contexte et des analyses complètes. Voici quelques exemples bien connus : Polytechnique, une analyse des séquelles de la terrible tuerie à l'Ecole Polytechnique de Montréal il y a dix ans, et Canada's Farm Crisis, un appel à l'action des agriculteurs canadiens en difficulté.

Il y a également eu Eversst 2000, cette intéressante présentation de reportages en direct sur l'ascension de l'Everest par le Calgarien Byron Smith.

Nouveautés et retours à l'antenne

En 1999-2000, CBC Newsworld a encore une fois démontré son apritude unique et essentielle à refléter la diversité canadienne en présentant une nouvelle série d'émissions quotidiennes d'informations et en renforçant sa présence dans les régions.

Plusieurs fois par jour, en direct du centre national de nouvelles de CBC Newsworld à Toronto, Ben Chin, Carole MacNorl, Mark Kellev et Lorne Saxberg, présentateurs de Newsworld Today, ont interviewé les vedettes de l'actualité pour des mises en contexte et des analyses approfondies.

La seule émission nationale diffusée en direct de Vancouver à l'heure de pointe, le talk-show hebdomadaire d'actualités @The End, a permis de présenter le point de vue urbain et perspicace des gens de la Colombie-Britannique sur les événements de l'actualité et sur des dossiers.

En direct de Halifax, Health Matters, animée par Morma Lee MacLeod, est la seule émission télévisée quoridienne d'une demi-heure entièrement consacrée aux questions de santé. Elle vise à aider les Canadrens à mieux comprendre l'actualité médicale.

Cette saison, dans le cadre de l'émission Mansbridge Ons On One, Peter Mansbridge, correspondant en chef de la Télévision anglaise, a prêté ses talents reconnus d'intervieweur à une série d'entretiens

> Malgré une concurrence de plus en plus forte, CBC Newsworld a su maintenir sa position de première chaîne d'information continue au Canada, axée sur les reportages en direct, sur les analyses approfondies et sur un journalisme crédible au service du public. CBC Newsworld joue également un rôle essentiel à l'échelle du pays en favorisant le dialogue entre les diverses régions.

> En janvier 2000, le Conseil de la radiodiffusion et des télécommunications canadiennes a confirmé cet important travail en renouvelant la licence de ten acceptant une autre terme de sept ans cents par mois. Orâce à ces nouvelles ressources, a partir d'un plus grand nombre de points au pays, à acquérit de nouveaux cars satellite, à mettre en place un réseau de vidéojournalistes itinérants et de paction de nombre de projets conjoints et de partenariats avec des producteurs indépendants et de partenariats avec des producteurs indépendants.

Cette année, CBC Newsworld a célébré son dixième anniversaire. Diverses activités ont marqué cette étape importante, notamment la création de la bourse loun l'analdson *Seusworld* (accordée à des étudiants universitaires en journalisme), une exposition interactive irinérante et un documentaire intitulé Decade of Fire, qui rappelle les principaux événements de la dernière décennie vus à travers le regard des journalistes de CBC Newsworld.

Reportages en direct

En 1999-2000, CBC Newsworld a continué d'être la principale source d'information courante au Canada en diffusant plus de 1 300 reportages en diffusant plus de 1 300 reportages en diffusant plus de 1 300 reportages en sur les événements entourant la conférence de 1'APEC, la bataille des offres qui a mis aux prises Air Canada et Onex pour le contrôle des lignes Edward et de Sophie Rhys-Jones, la retraite de Wayne Gretzky, les tueries qui se sont produites dans des écoles à Litrleton, au Colorado, et à Jaber, en Alberta, et les décès prématurés de Maichel Trudeau et de John F. Kennedy fils. Michel Trudeau et de John F. Kennedy fils.

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Auprès des francophones, 6 h — 6 h, septembre 1999 – mars 2000 (%)

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* Entrée en ondes le 31 janvier 2000 source : Service de recherche de Radio-Canada (Wielsen Media Research)

La distribution

proviennent en majorité du marché anglophone. augmentation de 500 000 abonnés, qui dont deux millions au Québec, soit une RDI compte maintenant 7,5 millions d'abonnés,

Les partenariats

et diffuse des émissions spéciales. émissions telles que Culture-choc/Culture Shock lequel il partage certaines ressources, produit des partenaire anglophone CBC Newsworld, avec RDI entretient des liens étroits avec son

Belge de la Communauté, Française et Euronews. Télévision Susse Romande, Radio Télévision Radio Télévision Française d'Outremer, Source, France Télévision, Société nationale de stratégiques avec, entre autres, CNN News maintient des partenariats et alliances Depuis sa création, le Réseau de l'information

Le reflet des régions

en direct, L'Ontario en direct et L'Ouest en direct. Radio-Canada: L'Atlantique en direct, Le Québec quotidiens produits par les stations régionales de à l'antenne de RDI par le biais de blocs Simply automorates sometimes energy ed.

du budget du Nouveau-Brunswick. camionnage dans les Maritimes; la présentation blocus des camionneurs en Abitibi; la crise du des immigrants chinois illégaux à Vancouver; le 401 en Ontario; l'arrivée d'un bateau transportant Winnipeg; le tragique carambolage sur l'autoroute dopage aux Jeux panaméricains qui se déroulaient à des diverses régions : la controverse autour du également fait le reflet de l'actualité en provenance élections à chaque occasion. La grille de RDI s'est provinces canadiennes, et RDI a diffusé la soirée des il y a eu des élections provinciales dans six des dix présentation de plusieurs émissions spéciales. Ainsi, En 1999-2000, les régions ont participé à la

Palmarès des émissions spéciales diffusées sur RDI

Avril 1999 - Janvier 2000

539	Ecrasement du vol 990 d'EgyptAir	10.
545	Exécution de Stanley Faulder : le point des autonités	.6
257	Les élections en Nouvelle-Écosse	.8
261	Service funèbre du Père de la Sablonnière	٠.٢
271	Rejet de l'entente de principes par les infirmières du Québec	.9
272	Décès de Jean Drapeau	.6
272	Fusilisde à l'école secondaire de Littleton	٠,
302	Manage du Prince Edward	٤.
785	winningeg 99 - Clôture des Jeux panaméricains	2.
679	Soirée hommage à Maurice Richard	.I
Portée moyenne (000)		

(Notese) de recherche de Radio-Canada (Nielsen Media Research)

Le Réseau de l'information

• Toute une époque... oue par l'ONF: dans cette série, l'animateur Bernard Derome présentait une centaine de documentaires célèbres de l'Office national du film qui retraçaient à la fois l'histoire du pays et celle du cinéma d'ici.

Les émissions spéciales

Entre le 1" avril 1999 et le 31 mars 2000, RDI a diffusé 962 émissions spéciales qui ont permis de souvre en direct le déroulement de l'actualité sous routes ses facettes, ici et dans le monde. Voici une liste partielle des événements couverts:

- les frappes de l'Oran en Yougoslavie au printemps 1999;
- la retraite de Wayne Gretzky;
- le premier ministre Chiétien au sommet de l'Otan;
- la mission spatiale de Julie Payette;
- la grève illégale des infirmières du Québec;
- les funérailles du roi Hassan II du Maroc;
- la 40° conférence des premiers ministres;
- le décès de l'ancien maire de Montréal, Jean Drapeau;
- e le séisme en Turquie;
- la visite du président de la France au Québec;
- l'hommage au comédien Jean-Louis Millette, décédé le 29 septembre 1999;
- l'assermentation de la juge Louise Arbour à la Cour suprême du Canada;
- l'écrasement du vol 990 d'EgyptAir;
- le point sur l'état des finances publiques au Mouveau-Brunswick.

Le 1" janvier 2000, le Réseau de l'information (RDI) célébrait le 5' anniversaire de son entrée en ondes. Un anniversaire particulièrement symbolique pour un réseau résolument tourné vers l'avenit, devenu, en moins de cinq ans, la référence en matière d'information continue pour les francophones.

En janvier 2000, le CRTC accordait à RDI une augmentation tarifaire qui lui permettra de mettre en œuvre de nouvelles initiatives de progrummation visint à accroitre la couverture en direct, à mieux reflèter les différentes régions du Canada et à présenter davantage d'émissions intéressant les jeunes Canadiens.

Au cours de ses cinq années d'existence, la programmation de RDI a reposé sur une formule simple : des bulletins de nouvelles et des manchettes aux demi-heures, une programmation qui approfondit l'actualité dans toutes les émissions du pays et dans le monde et plusieurs émissions spéciales (près de 1 000 en 1999-2000) qui permettent de suivre en direct les événements significatifs au Canada et dans le monde.

s alling al à anoissimà sallavuol

- Mêmoire d'un pays: une série de treize documentaires signés par autant de réalisateurs canadiens, qui présentait l'histoire de l'installation des communautés culturelles de tous les coins du monde qui ont contribué à bâtit le pays.
- On Canadien à ...: une série d'émissions qui faisait découvrit des pays de l'intérieur, à travers le regard d'un Canadien qui y ser aurain Emergen, l'Estance, Jérusalem et l'Islande ont été ainsi explorés en 1999-2000.
- Culture-choc: certe série, également diffusée à la Télévision française et à CBC Newsworld, dans laquelle de jeunes reporters originaires de diverses régions canadiennes explorent d'autres réalirés du pays était de retour avec nec na arcelles emissions.

demi-point, ou 8 pour cent, comparativement à la même période l'an dernier. La situation est semblable aux heures de grande écoure, la part moyenne pour cette année étant de pour cent comparativement à 9,1 pour cent pour la même période l'an dernier. CTV Inc. est le seul télédiffuseur généraliste canadien à ne pas avoir enregistré de perte de part d'auditoire cette année, tirant avantage de la diffusion cette année, tirant avantage de la diffusion simultanée du populaire jeu-questionnaire d'ABC, Who Wants To Be a Millionaire. Les gains affichés par CTV aux heures de grande gains affichés par CTV aux heures de grande écoute disparaissent cependant si on tient compte du reste de la journée.

En dépit d'un marché très fragmenté, la Télévision anglaise de Radio-Canada constitue toujours la norme dans les catégories qui sont au cœur même de sa mission :

- elle attire 38 pour cent, de l'auditoire des émissions canadiennes aux heures de grande écoute;
- elle est considérée comme présentant les meilleures énussions canadiennes;
- elle met en ondes les bulletins de nouvelles les plus crédibles.

1998-1999. En ce qui a trait à la part d'auditoire pour la journée entière, les pertes varient de 5 pour cent (CHUM) à 8 pour cent (Télévision anglaise de Radio-Canada); aux heures de grande écoute, elles varient entre 4 pour cent (WIC) et 11 pour cent (Global et CHUM).

La situation est semblable pour les réseaux américaines. Les stations généralistes américaines ont enregistré, pour la journée entière, une part d'auditoire de 17,6 pour cent au cours de l'année de diffusion 1999-2000, comparativement à 18,2 pour cent pour la même période l'an dernier.

Les pertes d'auditoire que connaissent les réseaux géneralistes déconfent de la tragmentation continue du marché. Les chaînes spécialisées canadiennes et américaines (y compris CBC Newsworld) attirent maintenant 36,6 pour cent de l'ensemble de l'auditoire de la télévision de langue anglaise. Il s'agit là d'une augmentation de 7 pour cent par rapport à la même période en 1998-1999.

Pour la journée entière, la part d'auditoire de la Télévision anglaise au cours de l'année de diffusion 1999-2000 se situe en moyenne à 6,6 pour cent, soit une diminution d'environ un

Les dix émissions de divertissement canadiennes les plus regardées

IIS	beup2 bloJ	Λ1Ͻ	OI
779	Nothing Too Good For a Cowboy	780 T	6
978	Royal Canadian Air Farce (r)	CBC	8
789	sbanad ni sbaM	CBC	
674	This Hour Has S2 Minutes (**)	CBC	9
803	Da Vinci's Inquest	CBC	9
85¢	Red Green Show	CBC	7
988	Wind at My Back	CBC	3
886	This Hour Has 22 Minutes	CBC	2
1 250	Royal Canadian Air Farce	CBC	_ [
nim/yom entoribue (ersillim)	Fifre	Réseau	Rang

* Auditoires moyens dans le crêneau précédent : This Hour Has S2 Minutes (ven, 19 h, 6-24) 359 000 Source : Recherche Radio-Canada (Recherche média Mielsen)

Sations de télévision présentant les meilleures émissions canadiennes %



: Inclut CBC Newsworld ' Inclut CTV News Net Base : Repondants qui regardent des émissions canadrennes Source : ECQ 1999

Cette année, de concert avec la Télévision française de Radio-Canada, la Télévision anglaise a produit les émissions spéciales sur la fête du Canada, les Prix du Gouverneur général et les prix Génie. Elle a également mené d'autres projets interculturels, notamment la diffusion intégrale de séries canadiennes-françaises — Marguerite Volant, ormertà et Les Orphelins de Duplessis. Fait à notet, les longs métrages canadienns-françaises de longe metrages canadiens-français représentaient 27 pour cent de la programmation cinémato-graphique du jeudi soir.

La Télévision anglaise est un partenaire important du nouveau Aboriginal Peoples' Television Metwork (APTM). Elle l'alimente en nouvelles et en informations quotidiennes et lui offre des émissions d'actualités hebdoet lui offre des émissions d'actualités hebdomadaires en anglais, en inuktitut et en cri.

La Télévision anglaise a assuré la couverture des Jeux panaméricains de Winnipeg de concert avec le réseau TSN, partageant avec celui-ci les installations, les commentateurs et la programmation de manière à offrit aux Canadiens une couverture complete et interessante.

Auditoires

A une exception près, la plupart des rélédiffuseurs généralistes du Canada ont enregistré des parts d'auditoire inférieures à celles obtenues pour la même période en

Toronto et à Vancouver, ainsi que plusieurs is dad nodell of fromen tremelege i old meilleures golfenses canadiennes et américames. Nations' Cup, tournoi qui met en présence les produit une autre émission fort prisée sur la Skins Golf de Mont-Tremblant. Elle a aussi écoute, avec succès, une émission sur le tournoi Elle a également diffusé aux heures de grande et, conformément à la tradition, la Coupe Grey. des matchs de la Ligue canadienne de football Hearts, le Labatt's Brier, le baseball des Blue Jays, (hommes et femmes), le Scott Tournament of couvert le championnat du monde de curling dans l'Est du pays. La Télévision anglaise a le deuxième, malgré l'heure tardive de diffusion 000 005 ab sérq ta datem reimarq el abragar mo réseau. En moyenne, 1,3 million de Canadiens de nouveau été l'émission la plus regardée du Le programme double Hockey Night in Canada a

Partenariats en programmation

Environ 60 pour cent des documentaires et des émissions d'arts et de divertissement présentés à la Télévision anglaise de Radio-Canada proviennent de producteurs canadiens under ondans, in tamment les aux es d'exame Da Vinci's Inquest, This Hour Has 22 Minutes, The Royal Canadam Air Farce, The Red Green Show et Anne of Green Gables: The Royal Canadam Air Farce, The Red Green Show et Anne of Green Gables: The

autres compétitions professionnelles et amateurs.

Autochtones, Prix du Gouverneur général et East Coast Music Awards. Et, bien entendu, elle s'est jointe à tous les Canadiens pour célébret la fête du Canada sur la Colline du Parlement.

Miniséries et films canadiens

Au printemps, la minisérie Anne of Green Gables: The Continuing Story a attiré en moyenne 2 250 000 téléspectateurs en deux soirées, ce qui est remarquable, surtout lorsqu'on considère qu'elle a obtenu un plus grand auditoire que le très populaire jeu-questionnaire américain Who Wants To Be a Millionaire, qui était diffusé à la même heure au Canada.

D'autres films et miniséries ont obtenu de bonnes cotes d'écoute :

- Must Be Santa;
- . Dead Aviators;
- One Heart Broken Into Song;
- External Affairs;
- . Trial by Fire.

Sports

Les réalisateurs, le personnel d'antenne et les rechniciens des émissions sportives de la Télévision anglaise, qui sont les meilleurs au pays, ont, encore une fois cette année, prouvé la qualité de leut travail avec la couverture du plus large éventail d'événements sportifs présentés par un réseau en Amérique du Nord.

La Télévision anglaise a encore fait la preuve de son engagement envers les athlètes amateurs canadiens avec la couverture des Jeux panaméricains de Winnipeg, de la Coupe du monde de natation à Edmonton et des championnats canadiens et internationaux d'athlétisme, de canoë-kayak, de vélo de montagne, de sports équestres, de ski et de montagne, de sports équestres, de ski et de planche à neige, de gymnastique, de tennis de table et de badminton.

L'émission the fifth estate à amorcé sa teportage revellent reportage revel un l'influence de la matta russe sur la Ligue nationale de hockey et sur ses joueurs russes. Et pour clore une excellente saison, on a présenté une enquête sur la condamnation de Steven Truscott, His Word Against History. Plus d'un million de Against et le Steven Fuscott, au la Against History.

Émissions de divertissement

Les émissions d'arts et de divertissement de qualité présentées par la Télévision anglaise ont obtenu les meilleurs auditoires en ce qui a trait aux émissions canadiennes. The Royal Canadian Air Farce et This Hour Has 22 Minutes ont attiré plus d'un million de téléspectateurs chaque semaine, et Da Vinci's Inquest a encore été la série dramatique canadienne la plus écoutée.

Cette année, l'Etude sur les cotes de qualité des médias canadiens (ECQ) réalisée par les hérche médias Nielsen et le Service de recherche de Radio-Canada a révélé que la Julée sans contredit par les Canadiens comme étant le réseau qui offre la meilleure programmation d'ensemble. En 1999-2000, neuf des dix meilleures séries dramatiques et de divertissement canadiennes, et dix-sept des vingt meilleures, ont été diffusées à la Télévision anglaise.

The Nature of Things a célébré son 40° anniversaire cette année en lançant sa saison avec Phallacies, un véritable succès d'écoute. Plus tratd, le reportage en deux volets intitulé Race for the Future a résumé de façon éblouissante comment des sujets comme la nature, la rechnologie et la médecine ont été abordés par rechnologie et la médecine ont été abordés par cette série depuis quatre décennies.

La Télévision anglaise a présenté toutes les grandes cérémonies de remise de prix visant à récompenser les meilleurs talents du Canada anglais: prix Juno, prix Gemini, prix Génie, Prix nationaux d'excellence décernés aux

Pendant 26 heures, la Télévision anglaise a suivi l'événement aux quatre coins du monde et dans chacun des fuseaux horaires du Canada. L'utilisation novatrice d'Internet a permis aux du passé. Trente-neuf pour cent des Canadiens ont regardé à tout le moins une partie de cette célébré le changement de millénaire, 1,3 million de Canadiens en moyenne ont regardé la Télévision anglaise, soit plus que tout autre réseau.

Émissions de nouvelles et d'informations

Encore une fois cette unnée; le secteur Mouvelles a couvert les grands événements qui ont marqué l'actualité canadienne. La Société était à Iqaluit comme diffuseur-hôte des cérémonies entourant la création du Nunavut. Plus tard, elle a diffusé en direct l'installation de la nouvelle gouverneure générale, Adrienne de la nouvelle gouverneure générale, Adrienne Télévision anglaise).

Orâce à ses services régionaux des nouvelles, la Télévision anglaise a couvert six élections provinciales en 1999-2000. Cette couverture crant tout particularement importante, etant donné que les réseaux privés semblent se désintéresser de cette activité. Au Manitoba, la Télévision anglaise est le seul télédiffuseur au suoir présenté des résultats complets tout au long de la soirée.

Le secteur Nouvelles a envoyé ses meilleurs correspondants à l'étranger pour offrir aux Canadiens l'information la plus pertinente possible sur le conflit dans les Balkans.

Le Quai 21, à Halifax, point d'arrivée de milliers d'immigrants au Canada, a été remis en état et rouvert au public cette année. Les certens mes et le l'insufficient des immigrants à notre pays ont été diffusées en direct.

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Cette année, la Télévision anglaise de Radio-Canada a commencé à téaliser un objectif ambitieux : se distinguer davantage comme télédiffuseur « public ». Cette orientation s'est confirmée par son engagement à présenter un plus grand nombre d'émissions dans les domaines des arts et du divertissement, ainsi que du sport amateur. La présence de la publicité dans la grille a été réduite, et d'autres projets sont en préparation.

CBC Thursday a présenté des émissions d'arts et de divertissement de grande qualité, par exemple Luc han the XAC. Herbon Zamun The Man Who Might Have Been et Rock Choral.

Ces émissions ont été diffusées sans interruption public it ure.

La Télévision anglaise a réservé un créneau bien visible de sa grille du samedi aux sports amateurs au Canada, dont bien des disciplines n'étaient présentées que par elle : natation, plongeon, athlétisme, badminton et tennis de sportives mises en vedette est passé à 19 et le nombre d'heures de reportage a augmenté de 50. Hockey Day in Canada, une journée complète consacrée au hockey (hockey des jeunes, ligues mineures, hockey torotessionnel et enjeux rouchant notre sport national) a probablement été l'élément le plus marquant. Cette initiative deviendra un événement annuel.

Cet élatgissement de la couverture s'ajoute à l'événement capital du sport amateur, les Jux Jeux olympiques. Les cinq prochains Jeux olympiques d'été et d'hivet seront diffusés par Radio-Canada. Après les Jeux d'été de Sydney, l'équipe de production de la Télévision anglaise se préparera pour les Jeux d'hivet de 2002, à Salt Lake City.

La collaboration des secreurs de l'information et du divertissement, des diverses stations régionales et de CBC Newsworld a permis de produire une spectaculaire émission pour le passage au nouveau millénaire, 2000 Today.

Palmarės des émissions canadiennes à la Télévision française de Radio-Canada Septembre 1999 – fin février 2000

Auditoire moyen (000)

5 625	1. La Petite Vie – Spécial An 2000*
598 I	2. La Petite Vie (reprises)
1 822	3. 4 et demi
1 295	4. Chartrand et Simonne
875 I	5. Gala des Gémeaux*
IISI	6. L'Ombre de l'épervier
709 I	7. Maurice Richard
ז לל3	8. La Fureur – Spécial de la rentrée*
Z07 I	9. Un gars, une fille
1371	10. 4 et demi en folie*

* Emission unique ou spéciale Source : Service de recherche de Radio-Canada (Wielsen Media Research)

Radio-Canada sur ses initiatives et ses stratégies d'intervention, un comité consultatif a été formé avec des membres provenant de l'industrie et représentant les associations de producteurs, de distributeurs, de réalisateurs, d'interprètes et d'auteurs.

Le contenu canadien

Entre le 1' avril 1999 et le 31 mars 2000, le taux de contenu canadien de la Télévision trançaise s'est maintenu en morenne à 78 pour cent durant la journée de radiodiffusion et à 86 pour cent au cours de l'heure de pointe.

Sur la grille complète, 48 pour cent des émissions canadiennes diffusées (sans tenir compre des émissions d'information et sportives) avaient été produites par des producteurs indépendants canadiens. À l'heure de pointe, 57 pour cent des émissions canadiennes diffusées étaient des productions indépendantes canadiennes.

téléthéâtres. Avec Télé-Québec encore et d'autres partenaires (BCE Media, La Sept ARTE et l'Equipe Spectra), la Télévision française a déposé, en mars 2000, une demande de licence auprès du CRTC pour la création L'une chuine spécialisée consacrée aux arts.

Les collaborations avec des manifestations collaborations avec des manifestations collunelles it incophones, comme le Festival diété de l'international de Jazz, le Festival d'été de Montréal en lumière, le Festival des films du monde, les FrancoFolies de Montréal, fournissent de nouvelles sources de programmation et permettent de contribuer à l'essor des arts et de la culture au Canada français.

En 1999-2000, la Télévision française s'est dotée d'une politique de soutien au long metrage canadren. Elle est assortre d'une somme de trois millions de dollars par année pour le développement, les investissements et les droits de licence, à laquelle s'ajoutent un million de dollars pour la promotion. La stratégie mise en dollars pour la promotion. La stratégie mise en collaboration avec les intervenants du milieu collaboration avec les intervenants du milieu cinématographique. Afin de conseillet

earts d'auditoire aux heures de pointe

Auprès des francophones, 19 h - 23 h, septembre 1999 - fin février 2000 (%)

	6661-8661	000Z-666I
ebene2-oibes	7'97	8,25
Autres services français non payants	9 ' ታ ታ	0'77
*zisonert sézilsiségs te stneyeg sesivre	٤٬٢١	7,51
sislgns sesivaes	6'9t ⁻	7'SI
Autres	6'I	1,5

* Comprend RDI Source : Service de recherche de Radio-Canada (Nielsen Media Research)

- la série Pareil pas pareil, diffusée durant l'été, étant animée par C'hantal Petitelere, championne olympique en faureuil roulant, et offrait chaque semaine des portraits de personnes handicapées centrés sur leurs capacités plutôt que sur leurs limites;
- on a diffusé le documentaire Le phénomène hip hop, qui présentait cette musique née dans les quartiers noirs des grandes villes américaines et qui est devenue la forme d'expression de plusieurs jeunes citoyens de l'univers multiethnique de nos métropoles multieulturelles;
- le spectacle Solstice Rouge 99 Voix de fermes, enregistré au studio 42 de la Maison de Radio-Canada dans le cadre du neuvième festival Présence autochtone, réunissait des chanteuses qui ont illustré la diversué de l'expression culturelle des Autochtones du Canada.

Les partenariats

Encore cette année, la programmation de Radio-Canada s'appuyait sur des collaborations et des partenariats multiples et novateurs dans le domaine de la production et de la diffusion. Par exemple, le retour du théâtre à la rélévision a été rendu possible grâce à une entente conclue il y a quelques années déjà avec Télé-Québec sur la coproduction et la diffusion de

Le reflet des régions canadiennes a également été assuré par la diffusion d'environ 188 heures d'émissions produites au Canada anglais (en coproduction avec la CBC et des diffuseurs privés du Canada anglais).

Au réseau

Cette année, aux séries régionales régulières déjà diffusées sur la grille du réseau (La Semaine verte et Second regard, de Québec; Chez nous et Vie de chalet, de l'Ontario; L'Accent francophone, de la Saskatchewan), se sont ajoutées des productions de Radio-Canada Atlantique (Trajectoires) et de l'Ontario (Expresso).

Le réseau a diffusé plusieurs émissions spéciales en provenance des régions : Le Nouveau-Brunswick reçoit, Cajuns des bayous, Acadiens de parrout; Festival franco-ontarien 1999 : La Franc ph ont, canadema, de grandes chansens; Ceiche en la trancophone canadienne.

Le reflet de la diversité de notre société

La Télévision française a toujours eu à cœur d'offrit un reflet fidèle des multiples visages de notre société. Tout au long de l'année, diverses initiatives de programmation ont poursuivi cet objectif. Voici quelques exemples:

Du côté des émissions renouvelées, on peut signaler :

- La Boîte à Lunch, une émission qui a remporté plusieurs récompenses, dont le prestigieux Prix Jeunesse international de Munich;
- la populaire série Watatatow, un téléroman sur la réalité des adolescents, qui en était à sa neuvième saison à l'antenne de Radto-Canada.

Par ailleurs, le sire Web de Radio-Canada est l'un des plus riches qui soient en matière de contenu francophone pour les jeunes et, particulièrement, en matériel conçu spécialement pour Internet. Il propose notamment Fd6, site qui met en scène une bande de personnages virtuels. L'un d'eux, D'ico, est passé dans le monde de la télévision en devenant le coanimateut virtuel de la série Olympiquad.

Le reflet des régions

L'exercice 1999-2000 a été particulièrement productif pour la station de Radio-Canada à Moncton. Elle a eu à rendre compte de plusieurs événements importants pour la communauté acadienne des provinces de l'Atlantique, dont le Congrès mondial acadien, qui s'est déroulé en Louisiane, et le VIII's Sommet de la en Louisiane, et le VIII's Sommet de la

des producteurs indépendants régionaux. le quart de ces émissions étaient produites par Radio-Canada Ontario-Outaouais). Environ Radio-Canada Manitoba; Ontario Pop -Ontario-Outaouais), des galas (Chant'ouest -(Des Mots et des maux — Radio-Canada Saskatchewan), des jeux questionnaires Sur la même longueur d'onde — Radio-Canada Radio-Canada Québec et Est du Québec; magazines d'intérêt général (Cap à l'Est — Clan Destin — Radio-Canada Alberta); des jeunes (Musikotrip — Radio-Canada Atlantique; auditoires régionaux : des émissions pour les des émissions de tous les genres pour leurs magazines quotidiens d'information régionale, Les stations régionales ont diffusé, en plus des

- deux pièces d'auteurs québécois adaptées pour la télévision : 15 secondes, du jeune draminture François. Archambault, écrite à la demande du comédien Dave Richer, atteint de paralysie cérébrale, et Albertine en cinq temps, un des chefs-d'œuvre de Michel
- Talk Radio, l'adaptation, pour la télévision, de la pièce de l'auteur américain Eric Bogosian, qui a connu le meilleur succès d'écoure des téléthéátres diffusés cette année;
- Le Vouveau-Brunsurék reçou, speciaele présenté à Bouctouche dans le cadre du VIII' Sommet de la Francophonie;
- Riopelle Sans titre, 1999, collage, un portrait saisissant de cet artiste canadien majeur dont l'œuvre aura marqué notre siècle;
- plusieurs galas célébrant la vitalité de l'expression culturelle sous toutes ses formes: le Gala des Prix Gémeaux, pour la télévision, le Gala des Prix Gémeaux, pour le spectacle, la Soivée des Masques, pour le théâtre, Les Prix du Gouverneur général 1999, pour les arts de la scène.

Emissions pour la jeunesse

En 1999-2000, la Télévision française a diffusé plus d'une vingraine d'heures par semaine d'émissions pour les jeunes de rout âge, des tout-petits aux adolèscents, dont sept nouvelles émissions canadiennes. Le contenu canadien des émissions jeunesse atteignait 63 pour cent.

Parmi les nouvelles émissions canadiennes, mentionnons :

- Tohu-Bohu, une fiction qui met en scène des personnages de contes et de romans;
- OlympiquadO, une émission conçue pour familiariser les jeunes avec les diverses disciplines olympiques.

• L'installation de la gouverneure générale, le 7 octobre 1999.

Emissions dramatiques canadiennes

En 1999-2000, la Télévision française a diffusé en moyenne 20 heures d'émissions dramatiques canadiennes par semaine. Plusieurs nouvelles séries dramatiques de premier plan ont vu le jour, dont :

- Chartrand et Simonne, une série mettant en scène deux des personnalités les plus attachantes de l'histoire du Québec, le couple Monet-Chartrand:
- Gypsies, la première série écrite directement pour la télévision par Arlette Cousture, auteure de Les Filles de Caleb, et portant sur l'univers des forains;
- Quadra, minisérie dramatique adaptée d'un roman et portant sur le thème du pardon.

On a également diffusé la suite de deux séries prestigieuses, Réseaux et L'Ombre de l'épervier II.

Emissions culturelles

Depuis quelques années, la Télévision française augmente le nombre de ses émissions à caractère culturel.

Au chapitre de l'information culturelle, en plus de ramener les rendez-vous de la saison précédente (De bouche à oreille, La Vie d'artiste, l'abstrant (Throtte en direct), la guille proposant trois nouveaux magazines culturels : un magazine (Iamais sans mon livre) et deux magazines en provenance des régions (Trajectoires, produit à Moncton, et Expresso, produit à Ottawa).

La programmation des Beaux Dimanches, resolument plus culturelle a et des teletheittes. du cinéma de répertoire, des prestations musicales, de la danse, des documentaires artistiques ou culturels, a proposé, entre autres:

La Télévision française

Une programmation tournée vers le nouveau millénaire

En 1999-2000, en plus de sa programmation régulière orientée autout du renouveau et de la créativité, dans ses quatre secteurs d'excellence—l'information, les dramatiques canadiennes, les émissions pour la jeunesse et les émissions culturelles — la Télévision française a salué l'arrivée de l'an 2000 avec une programmation spéciale qui a permis d'offrir un condense de l'humanité (Chronique d'une fin de millénaire; Découverte hors-série : 300 ans de science au Canada; 2000 ans de cience au Canada; Aujourd'hui 2000).

Emissions d'information et d'affaires publiques

Orâce à la création d'un secteur documentaire en 1998, les documentaires canadiens de grande qualité ont maintenu une présence importante à la grille : deux séries documentaires marquantes (En quète de Jean Drapeau; Découverte hors-série : 300 ams de science au Canada) et une trentaine de documentaires uniques dans divers créneaux réguliers.

La grille offrait douze émissions d'affaires publiques, en plus des quatre bulletins quotidiens d'information régionale, nationale et internationale.

Le secteur de l'information de la Télévision française a été présent aux grands événements de l'année. Parmi les émissions spéciales d'information, mentionnons:

- 'Nunacut, norre terre, consactée aux ectementes efficieles marquant la creation du nouveau territoire;
- les reportages sur le VIII' Sommet de la Francophonie, qui s'est tenu à Moncton, au Mouveau-Brunswick, et auquel ont participe 52 Etats et gouvernements de tous les coins du globe autour du thème « Jeunesse francophone du monde »;

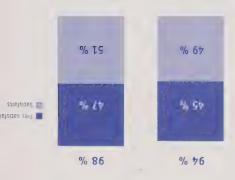
Parts d'auditoire de la Radio anglaise de Radio-Canada

səənidmoJ	I'II	6'01	7,01	0'11	8,01
OWT oibeA JAJ	٤'٤	6'7	0'8	ε'ε	7'8
Sec Radio One	8'4	0'8	L'L	L'L	7'4
	%	%	%	%	%
	Automne 1995	Automne 1996	Automne 1997	Automne 1998	Automne 1999

Avancies basées basées sur l'auditoire anglophone dans les sonors de sanor setation de la Radioloine anglophone sonors (BMM)

Taux de satisfaction à l'endroit de la Radio anglaise

Proportion des auditeurs « satisfatiss séx t'ès satisfaits » eu la sex de la sège saud per plus



> musiciens et de grands artistes canadiens. C'est le cas notamment du chanteur d'opéra Ben Heppner et du groupe de musique pop Barenaked Ladies.

Auditoires

La part d'écoute de la Radio anglaise est demeurée remarquablement stable au couts des cinq dernières années. Les résultats des sondages BBM de l'automne 1999 indiquent que la part d'auditoire combinée de CBC Radio One et CBC Radio Two se situe juste sous la barre des 11 pour cent. CBC Radio One a obtenu 7,4 pour cent de l'auditoire anglophone âgé de 12 ans et plus, alors que CBC Radio Two a obtenu une part de 3,4 pour cent. De plus, la portée des services — c'est-à-dire le nombre total d'auditeurs pendant une semaine — se maintient pendant une semaine — se maintient au-dessus de 3,5 millions de Canadiens.

les enjeux qui touchent les francophones, et A Propos, qui présente depuis longtemps de la musique d'expression française à un auditoire anglophone.

Le talent canadien à l'honneur

Fidèle à l'un des principaux éléments de son mandat, et ce par quoi elle se distingue des autres radiodiffuseurs canadiens, la Radio anglaise commande, produit et diffuse des émissions contenant des prestations artistiques consacre 60 heures par semaine à ce genre de programmation: 13 à Radio One et 37 à Radio Two. Des émissions du même genre produites en région ajoutent dix heures par semaine à ce rotal.

La Radio anglaise est fière d'avoit ainsi contribué de façon notable à la cartière de grands

Reflet régional

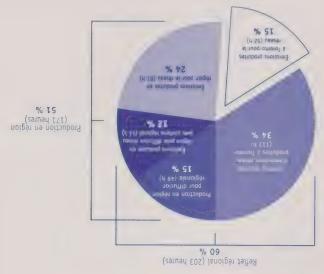
La Radio anglaise est solidement implantée dans les collectivités et les régions du pays, dont elle se fait le mitoir tant auprès des auditeurs loceux que de ceux du réseau. C'est là une de ses forces et ce qui la démarque de ses concurrents. Plus de 85 pour cent de l'ensemble de ses grilles se compose d'émissions produites en région ou compose d'émissions produites en région ou constante.

La Radio anglaise exploite maintenant 48 établissements d'un océan à l'autre, dont 37 produisent des émissions pour diffusion locale.

Initiatives transculturelles

La Radio anglaise met en ondes deux émissions dont l'objectif est de promouvoir les échanges interculturels et une meilleure compréhension entre les deux cultures : C'est la vie, une emise de deux cultures inclaires les deux cultures inclaires protant sur emission d'actualités hebdomadaure poutant sur emission d'actualités hebdomadaure poutant sur

CBC Radio One et CBC Radio Two: Reflet régional et production en région 1999-2000



La Radio anglaise

auteur de documentaires pendant de nombreuses années et un animateur à l'occasion. Matjorie Doyle a cessé d'animet l'émission That Time of the Night qui était diffusée aux deux réseaux.

Cette année, CBC Radio One et CBC Radio Two ont produit plusieurs émissions spéciales de premier plan, notamment :

- Great Pianists of the 20th Century: présentée dans le cadre de diverses émissions de CBC Radio Two, de janvier à mai 1999, et par la suite diffusée aux États-Unis par 135 stations de radio publique;
- From Naked Ape to Superspecies : série documentaire animée par David Suzuki et diffusée d'avril à mai 1999 à l'émission Ideas;
- Never Again: concert enregistré à la basilique Notre-Dame de Montréal pour marquer le 10° anniversaire du massacre survenu à l'École Polytechnique de Montréal, diffusé à l'émission Take Five de CBC Radio Two, en décembre 1999;
- Alice in Cyberspace: radiodramatique diffusée en décembre 1999 qui comportait des composantes pour la radio du site Web et pour la radio traditionnelle;
- Champagne, Moose and Maple Syrup (CBC Radio One) et The Millennium Opera Gala, en direct du Roy Thomson Hall (CBC Radio Two): émissions spéciales de la veille du jour de l'An;
- The Nova Scotia Kitchen Party: émission hebdomadaire d'une heure qui a présenté, de février à avril 2000, des prestations musicales du répertoire des Maritimes et de tradition celtique et qui a été captée par des radiodiffuseurs de partout dans le monde, dont BBC Scotland;
- 21" Annual Canadian Literary Awards: on a annoncé le 8 mars 2000 les noms des gagnants de ce concours, organisé en collaboration avec le Conseil des Arrs du Canada et Saturday Night.

En 1999-2000, CBC Radio One et CBC Radio Two ont présenté aux Canadiens des émissions d'intérêt et de grande qualité. En témoigne le nombre record de prix nationaux et internationaux — plus de soixante — qui ont été décernés à la Radio anglaise au cours de l'année.

47 pour cent pour CBC Radio Two. pour CBC Radio One, et de 44 pour cent à à 1999, passant de 38 pour cent à 45 pour cent élevé a augmenté de façon importante de 1998 d'auditeurs affichant un taux de satisfaction CBC Radio Two, à 98 pour cent. Le pourcentage One s'élevait à 94 pour cent et, dans le cas de « satisfaits » ou « très satisfaits » de CBC Radio canadiens adultes, le pourcentage d'anglophones Canada. LECQ a révélé que, chez les auditeurs Nielsen et par le Service de recherche de Radiocanadiens (ECQ) réalisée par Recherche média 1999 l'Etude sur les cotes de qualité des médias One et de Radio Two. C'est ce qu'a confirmé en est offerte quotidiennement sur les ondes de Radio sont dits très satisfaits de la programmation qui leur Par ailleurs, les auditeurs de la Radio anglaise se

En mars 2000, la Société a annoncé qu'à compter du l'avril 2000, elle relevait de 10,2 millions de dollars les budgets de base annuels de la Radio anglaise (6 millions) et de la Radio française (4,2 millions). Les deux services utiliseront cet appoint pour rehausser et enrichir leur programmation, et mettre sur pied des projets visant à offrir le service de radio publique à un plus grand nombre de Canadiens.

Changements à la grille es émissions spéciales

A CBC Radio One, The Hum Line, volet de la populaire émission du samedi matin Basic Black, revrent maintenant chaque semaine plutót qu'une fois par mois. Avec l'émission Dead Dog Café, une autre favorite du public, il a remplacé l'émission humoristique The Great Eastern, qui a pris fin après cinq années d'existence. À la batte de l'émission Ideas depuis longtemps, Listet de l'émission Ideas depuis longtemps, Listet Sinclait a passé le flambeau à Paul Kennedy,

chaînes et les textes gagnants des concours d'œuvres dramatiques ont été traduits et présentés à l'antenne sœur. Au cours de l'année, des bases de collaboration ont été établies afin que ces échanges puissent s'accentuer du côté des émissions documentaires. Dans plusieurs stations du pays, des collaborations étroites ont été établies en ce qui a trait à la couverture journalistique.

Arts, culture et nouveaux talents

S'il est une dimension qui a pris de l'ampleur en 1999-2000, c'est bien le rôle de la Radio française dans le développement des talents. Un protocole a d'ailleurs été signé avec la l'ederation culturelle canadienne-trançaise en vue de créet des synetgies entre les organismes vue de créet des synetgies entre les organismes au pays. Cela se traduita par une action plus concertée dans des initiatives de production touchant la littérature, le théâtte, la musique et les arts visuels.

De nouvelles voix ont été entendues pendant toute l'année grâce aux émissions Un p'iit air de samedi soir et Au cabaret des Refrains..., sans comptet la participation de toutes les stations aux festivals de chansons et de musique.

Canada, les deux chaînes de la Radio française ont diffusé, cette année encore, des émissions régulières en provenance des stations régionales, entre autres:

- d'Ottawa : La presse d'un peu partout, Le jeu du XX' siècle, Tournée d'Amérique;
- de Québec : Y'a pas deux chansons pareilles, D'un soleil à l'autre, Couette et café;
- de Moncton : Bande à part;
- de Vancouver : Ici Vancouver, Le monde à Lanvers;
- de Rimouski: Plaisirs de la nuit;
- de Winnipeg : Escapades;
- de Toronto: Une planète, des religions;
- de Windsot: Au détroit de la nuit.

Le VIII' Sommet de la Francophonie, qui s'est déroulé à Moncton, a été l'occasion d'offrit à l'auditoire de tout le pays une couverture complète de l'événement. La station de Moncton a participé à la grande aventure de Radio jeunesse, grâce à laquelle des jeunes de plusieurs pays francophones ont pris l'antenne et exprimé leurs préoccupations.

En matière d'information, les régions ont contribué de manière significative à l'information nationale avec plus de 3 000 collaborations régionales aux nouvelles du réseau et aux émissions d'affaires publiques de la Première Chaîne. A elle seule, la production régionale représente plus de 85 pour cent de la production rotale de la Première Chaîne.

Programmation transculturelle

Les Kadios française et anglaise ont poursuivi leur rapprochement dans le domaine de la musique et de la fiction. Des dizaines de concerts ont fait l'objet d'échanges entre les

> élections provinciales, les journalistes ont non sculement relaté les faits, mais expliqué, dans le cadre des émissions d'actualités et d'affaites publiques, le sens des grands bouleversements qui traverse notre époque.

> L'inrégration de l'équipe des Sports, en plus de celle d'Info-culture l'année précédente, a jeté les bases d'un service de l'Information de grande envergure ayant la capacité de se démarquer par son expertise variée et sa souplesse.

Du côté de la Chaîne culturelle, la programmation d'automne-hiver 1999-2000 a donné une place accrue à la musique, avec la diffusion d'émissions diversifiées, dont les Radio-concerts, pur permettent d'entendre les meilleurs orchestredu monde. Parmi les nouveautés, on note:

- Tant qu'il y aura des matins, une émission qui offre chaque jour à l'auditoire quatre grandes heures de musique choisie;
- Multimédi'art, un magazine quotidien qui raconte la vie culturelle du pays;
- L'échappée belle, une émission en provenance de Québec, qui embellit en musique les fins d'antèe-midi
- Escale jazz, un bouquet des meilleurs parfums du jazz pour le retour à la maison;
- Un dimanche à la radio, une émission sur la littérature, le théâtre et les arts visuels.

Le reflet des régions et de la francophonie

La Radio française a inauguré, le 21 février, une nouvelle station régionale à Rouvn-Voranda. Une équipe de sept personnes y travaille et produit six bulletins quotidiens de nouvelles locales, plus cinq heures et demie de programmation locale par jour.

En plus de nombreuses émissions spéciales produites dans les différentes régions du

francophone et l'actualité nationale et internationale. Parmi les nouveautés, on retrouve :

- de Québec, Y a pas deux chansons pareilles, une émission quotidienne sur la chanson françophone;
- de Rimouski, Plaisirs de la nuit, une émission hebdomadaire alliant musique, parole et poécies
- la transformation de l'émission quotidienne Les refrairs d'abord en un rendez-vous hebdomadaire du grand répertoire de la chanson;
- Histoire de parler, une émission sur l'histoire de la langue française;
- Bulletins de l'histoire, de courts radiojournaux quotidiens sur les grands moments du dernier millénaire:
- Sans bromières, un magazine quoridien qui traite des grands dossiers nationaux et internationaux;
- Veilleur de nuit, une émission combinant musique, chroniques et bulletins de tous les coins du monde.

En information, la Radio française a été plus présente que jamais aux quatre coins du pays et de la planète. Entre la guerre au Kosovo, la conférence de Seattle et les nombreuses

La Radio française

Au cours de l'année 1999-2000, la Radio française a continué de diversifier son offre de contenu et a augmenté sa présence régionale ses services existants. La programmation des deux chaînes a fait l'objet de nombreux chaînes a fait l'objet de nombreux chaîne culturelle, où la place de la musique aux heures de pointe a été renforcée.

Au plan de l'écoute, la Première Chaîne a connu une année exceptionnelle avec une part de 7,9 pour cent, sa meilleure performance en douze ans. De son côté, la Chaîne culturelle consolide son écoute à la suite de l'entrée en ondes d'une nouvelle station de musique classique continue à Montréal l'année précédente.

En mars 2000, la Société a annoncé qu'à compret du la avril 2000, elle relevait de 10,2 millions de dollars les budgets de base annuels de la Radio française (4,2 millions) et de la Radio anglaise (6 millions). Les deux services utiliseront cet appoint pour rehausser et enrichir leur programmation, et mettre sur pied des projets visant à offrit le service de tadio publique à un plus grand nombre de Canadiens.

Changements à la grille

A la Première Chaîne, l'orientation générale a été maintenue et de nouvelles émissions ont été créées en vue d'accentuer deux aspects importants du mandat de la tadio publique : la chanson

Parts d'auditoire de la Radio française de Radio-Canada

1999	Printemps 1999	Automne 1998	1998	7661	1661 Printemps	1996	1660 Suurembe	
%	%	%	%	%	%	%	%	
6'1	٤'٢	٤′9	8'4	T'Z	9'9	0'9	2'9	Première Chaîne
6'I	6'I	2,2	0'8	5,9	Ι'ε	2,5	5,6	Chaine culturelle
8'6	5,2	5'8	8,01	10,0	L'6	5'8	8'8	səənidmoJ

- BCE a proposé de faire l'acquisition du réseau de télévision CTV.
- Rogers Communications a fait une proposition d'achat à Vidéotron, laquelle a toutefois été contestée par Quéhecor et par la Caisse de dépôt et placement du Québec.
- Aux Etats-Unis, l'achat de Time Warner par America On Line signale la tendance effrénée 3.015 | 1.0211/071201003.

De nouvelles plates-formes de distribution

Le secteur de la distribution a également été marqué par plusieurs développements :

- Tous les câblodistributeurs ont continué à développer leur infrastructure et la plupart des grands noms offrent un volet numérique à présent. La nouvelle politique du CRTC qui prévoit d'octroyer des licences à des services spécialisés tout numériques devrait favoriset l'apparition de tels services au cours des prochaînes années.
- Rogers a par ailleurs conclu récemment une cutorte importante avec Microsoft l'autorisant à utiliser et à distribuer sa plateforme d'exploitation CB pour les services de télévision interactifs que le câblodistributeur lancera au Canada.
- En mars 1999, BCE a lancé BCE Media pour permettre le développement de ses réseaux par satellite et en faire le principal moteur de sa présence dans les secteurs de la distribution, du multimédia et de la programmation.
- LookTV, Bell ExpressVu et StarChoice ont également entrepris de vigoureux programmes de marketing pour améliorer leur compétitivité face aux câblodistributeurs. Les forfaits d'options, les prix compétitifs et les stratégies de promotion de ces services ont créé une nouvelle alternative aux services de Listibution traditionnels.

L'environnement médiatique

155 millions en 1996; la part de publicité rélévisée obtenue par ces mêmes services ayant presque doublé, passant de 7 pour cent en 1996 à 13 pour cent en 1999.

Un secteur dont la structure se modifie rapidement

Le secteur de la radiodiffusion a également connu des transformations structurelles radicales au cours des dernières années.

En vertu de la Politique du CRTC de 1998 sur la radio, les radiodiffuseurs peuvent maintenant posséder jusqu'à deux stations AM et deux stations FM dans la plupart des marchés urbains. Cette politique a eu un effet assez évident sur la structure du marché actuel, puisque de petites structure du marché actuel, puisque de petites stations ont été absorbées par des réseaux plus importants. De ce fait, les entités présentes sur la scène nationale sont moins nombreuses, mais propriété dans le secteur de la radio a également été vivifiante, les recettes totales des radios privées ayant progressé de 8,2 pour cent de 1997 privées ayant progressé de 8,2 pour cent de 1997 privées ayant progressé de 8,2 pour cent de 1997 privées ayant progressé de 8,2 pour cent de 1998 à 1998, et de 3,4 pour cent de 1998 à 1999.

Du côté de la télévision, plusieurs transactions importantes ont modifié ou sont sur le point de modifier le paysage audiovisuel. Notamment :

- L'acquisition de MetStat par CTV, approuvée par le CRTC en mars 2000, a permis à CTV de prendre le contrôle de MetStat de Discovery Channel et de RDS. Toutefois, CTV devra se départir de SportsMet pour CTV devra se départir de SportsMet pour préserver la concurrence dans le domaine des sports rélévisés au Canada.
- CanWest Global, Shaw Communications et Corus se sont entendues sur la répartition des actifs de Western International Communications (WIC). Si cette entente est approuvée, CanWest Global Communications exploitera des atations a univers tont le Canada.

Un milieu en évolution rapide

Au Canada, le secteur de la radiodiffusion a continué sa transformation en profondeur au cours de la dernière année.

Les pressions exercées par la concurrence se sont accrues du fait de la multiplication des chaînes spécialisées de rélévision, et ont entraîné en outre d'importants changements structurels.

Les percées rechnologiques et la mise en oeuvre accélérée du numérique viendront bienrôt à bout du manque d'espace sur la bande passante, ce qui ouvrira la porte à nombre de nouveaux services. Internet qui connaît actuellement une croissance exponentielle pourrait dans un avenit prévisible concurrencer sérieusement les modes de distribution conventionnels. Ces changements seront porteurs à la fois de possibilités nouvelles et de défis.

Un choix et une fragmentation accrus

Malgré la multiplication des nouvelles chaînes, le temps que les Canadiens consacrent en moyenne à la télévision oscille autour de 22 heures par semaine depuis plus d'une vingraine d'année, tandis que la moyenne des heures d'écoute par régression au cours des dix demières années et régression au cours des dix demières années et s'établit aujourd'hui à 20 heures par semaine. S'établit aujourd'hui à 20 heures par semaine. S'établit aujourd'hui à 20 heures par semaine. I'écoure sa fait considérablement baisser les parts de marché des rélévisions généralistes.

Les services spécialisés ont continué à se développer très rapidement, mais ils ont également évodé les parts d'auditoire des radiodiffuseurs traditionnels. Cela est vrai à la fois pour les parts d'écoute et les parts de recettes publicitaires. Entre 1996 et 1999, le nombre de chaînes spécialisées de télévision ayant déclaré des recettes publicitaires ainsi que le montant de ces recettes ont pratiquement doublé. Pour les services spécialisés canadiens, on parle de plus de 300 millions de dollars en 1999, contre

Langues officielles

La Société a maintenu son engagement à développer et à metrre en valeur des communautés apportent et a programmation que par sa programmation que par sa participation soutenue et active à divers forums se rapportant aux langues officielles.

Conformément à une directive du Secrétariat du Conseil du Trésor, le Vice-président aux Ressources humaines a été nommé champion des langues officielles.

La Société a contribué au succès de l'Année de la francophonie variées, dont Le Grand Train de la francophonie et Le Défi francophone. Radio-Canada a aussi abondamment couvert, tant à la radio qu'à la tolor son, le VIII Sommer de la Francophonie, qui s'est tenu à Moncton; la Société a d'ailleurs joué un rôle déterminant dans la participation de jeunes venus de partout dans le monde à de jeunes venus de partout dans le monde à Radio jeunesse, à l'antenne pendant le Sommet.

Santé, sécurité et environnement

Il existe à la Société une politique de santé et de sécurité ainsi que des programmes de promotion de la santé et de la sécurité qui s'adressent à tous les employés. Au nombre des sujets de mise en œuvre de directives sur la sécurité au travail, l'ergonomie, des vérifications de sécurité, la santé et la sécurité des correspondants à l'étranger et la sécurité des correspondants à conforction des incapacités. Les comités locaux en fonction des incapacités. Les comités locaux de santé et de sécurité au travail ser féunissent de santé et de sécurité au travail se réunissent de santé et de sécurité au travail se réunissent de santé et de sécurité au travail se réunissent de santé et de sécurité au travail se réunissent de santé et de sécurité au travail se réunissent requirer mont.

En conformité avec sa politique environnementale de 1996, la Société a entrepris de retirer de ses immeubles les BPC, les substances nuisibles à la couche d'ozone et l'amiante.

La Société procède à l'intégration de toutes ses activités environnementales et à la réalisation d'objectifs précis et de plans d'action.

Pour ce qui est de l'apprentissage du leadership, la Société a envoyé environ 140 gestionnaires survre une tormation specialisee d'une semation en l'Institut Miagara. L'actuel plan de formation en vigueur à la Société prévoit d'étendre à l'ensemble des cadres la formation commune. On a en outre établi le profil des compétences que doivent posséder les cadres pour être membres efficaces de l'équipe de direction membres efficaces de l'équipe de direction de Radio-Canada.

Equité en emploi

En dépit de la stagnation de l'emploi, la Société a continué cette année d'accorder une grande importance à la question de l'équité. On a renouvelé le fonds Coup de pouce, grâce auquel on finance plus de 30 projets permettant aux membres des groupes désignés de recevoir une formation en cours d'emploi dans des affectations de perfectionnement ou des stages à la production, à la technique ou dans les salles de nouvelles. De plus, les services français ont maintenu leur programme spécial visant à attiret, à former et à garder des gens compétents et alentueux issus des groupes cibles.

Le fonds Coup de pouce et la Radio anglaise ont conclu un partenariat afin de tout mettre en œuvre pour attirer des talents nouveaux et variés.

Trois numéros du Bulletin de l'équité ont été publiés et distribués à tous les employés et à quelque 500 personnes, organismes et associations à l'exterieur de la Societe qui s'intéressent aux questions de diversité et d'équité en emploi.

réseau français de Radio-Canada (STARF) et des négociations se poursuivent avec le Syndicat canadien de la fonction publique (SCFP) et l'Association des réalisateurs (AR), qui représentent les employés du Québec et de Moncton.

la réponse du Conseil. les querelles de compétence. La Société attend le processus de négociation collective et réduirait tavoriseran l'efficacité administrative, simplifieran fusion accroîtrait la mobilité des employés, effectuer des tâches similaires. En outre, la nombreux employés de différents syndicats à technologies de radiodiffusion, qui amènent de mieux aux changements suscités par les nouvelles reflete sa conviction que la fusion répondra fusion des unités 1 et 3. La requête de la Société médias en novembre 1999 et qui portait sur la présentée à la même instance par la Guilde des (SCEP). Cette requête fait suite à la demande communications, de l'énergie et du papier médias et l'unité 2 du Syndicat canadien des les unités I et 3 de la Guilde canadienne des possibilité de fusionner trois unités de négociation : canadien des relations industrielles d'étudier la En janvier 2000, la Société a demandé au Conseil

Planification de la relève

La mise en œuvre du processus de planification au de la relève et du programme de formation au leadership s'est poursuivie cette année par un suivi régulier des progrès accomplis et l'examen annuel des organigrammes de la Société. Un programme de relève est en place pour les postes de cadre supérieur et pour les autres fonctions clés si bien que la Société est assurée d'une relève.

Effectifs de Radio-Canada, au 31 mars

%	noitaineV	2000	1999	
LL'0	75	1707	7107	Employés permanents
12,8	18	714	683	Employés temporaires

Transformer la Société

Cette année, la Société a été appelée à couvrit un nombre anormalement élevé d'élections provinciales : six au total, dont certaines se déroulaient à moins de cinq jours d'intervalle. Le personnel a mis en place une infrastructure distincte pour chaque scrutin, ce qui voulait dire des installations techniques à l'extérieur des studios de la Société et un soutien aux applications informatiques, aux télécommunications et aux serveurs pour nos quatte composantes médias.

Le Centre de soutien SAP a été mis sur pied pour venir en aide au millier d'utilisateurs du système au sein de la Société, pour préserver l'intégrité des applications et de l'infrastructure et pour apporter des correctifs mineurs.

Un système de vidéoconférence a été installé entre Montréal, Ottawa et Toronto pour faciliter la tenue de réunions, à un coût moindre. De plus, le groupe des TI a contribué activement à la mise en œuvre du module de Gestion des congés, du projet Évolution, du système de Gestion de la diffusion et du projet des Archives.

En plus d'instaurer un nouveau processus de gestion de projets, les TI ont également mis en place des ententes de service avec différents groupes au sein de la Société. On a élaboré pout chaque application une présentation normalisée servant à la documentation et à la prestation de services.

Relations industrielles et relations avec les artistes

Les ententes collectives conclues avec les syndicats du volet anglais ont dépassé les fonds mis à la disposition de Radio-Canada par le Conseil du Trésor. Pour financer une partie des hausses de économies et de redoubler d'ardeur pour maintenir et appliquer les modifications aux tâches négociées lors des négociations précédentes.

Du côté français, une entente a été conclue avec le Syndicat des techniciens et artisans du

Cette année, le Service des ressources humaines a mis en branle un projet triennal visant à redéfinit sa fonction comme partenaire stratégique dans la gestion des activités de la Société. Dans son nouveau rôle, le Service des ressources humaines conception et renouvellement organisationnels, planification et renouvellement organisationnels, rendement et ernouvellement organisationnels, panification de l'exploitation et gestion du rendement des cadres, planification de la relève, gestion du changement et stratégies, politiques et principes de relations industrielles.

L'ancien Service des ressources humaines a été transformé en organisation marricielle afin de mieux répondre aux besoins de la Société. Il a pour but de permettre aux spécialistes des avec les cadres et les employés à l'atteinte de leurs objectifs, de trouver des solutions à leurs problèmes et de leur offrit des services à problèmes et de leur offrit des services à pour nominé.

Une société en mutation

Au début de l'exercice 1999-2000, la Société a lancé son site intranet. Conçu par le Service des communications institutionnelles et des affaires publiques et mis en place en collaboration avec les Technologies de l'information, l'intranet vise direction et les employés, à réduire les barrières géographiques, à accroître et à accéléret l'accès plinformation et à accroître et à accéléret l'accès de principles de la soutenit les grands objectifs de changement de la haute direction.

Technologies de l'information

Le projet de passage à l'an 2000 de la Société a atteint ses objectifs et respecté ses échéances. Ce projet touchait toutes les facettes du secteur des rechnologies de l'information (TI), des sept millions de lignes de code aux 9 000 produits millions de lignes de code aux 9 000 produits millions de lignes de code aux 9 000 produits informatiques (matériel et logiciels) utilisés par la Société; il comprenait un plan d'urgence pour le soutien de nos activités essentielles de production et de diffusion.

les journalistes, les artistes et les artistans de Radio-Canada ont fait preuve d'une grande créativité en dépit de contraintes budgétaires permanentes et ont surmonté de nombreuses difficultés afin d'offrit aux Canadiens des émissions de haut calibre. C'est là une grande réalisation. Pour continuer de produire responsabilité financière, nous devons compret plus que jamais sur le soutien et l'appui de tout notre personnel. Grâce à cette aide, l'excellence qui était la marque de Radio-Canada seta le gage de son avenir.

Le président-directeur général

Robert Rabinovitch

se concentrer sur le contenu, renforcer ses services actuels et consolider ses compétences fondamentales. En s'engageant dans des partenariats de production, de distribution et de diffusion avec des entreprises publiques et privées, Radio-Canada devrait être en mesure d'étendre sa portée et d'offrir ses émissions de qualité sur plusieurs plates-formes de diffusion, dont Internet.

enjeux nationaux. et l'acceptation de divers points de vue sur des tayonset une meilleure compréhension mutuelle et des opinions des gens d'autres régions afin de des diverses régions du pays des préoccupations internationales. Elle doit informer les citovens entre les nouvelles régionales, nationales et monde, tout en établissant un juste équilibre d'informet les Canadiens sur leur pays et sur le humaines. Radio-Canada a le mandat personnelles et s'interroger sur les faiblesses la beauté du monde, s'ébahir devant des réussites des questions qui les touchent de près, admirer talents, et où les Canadiens peuvent approfondir peuvent s'exprimer et mettre en valeur leurs d'écoute pour créet des tribunes où les artistes solide, disposé à voir au-delà des simples cotes Le Canada a besoin d'un radiodiffuseur public

éclairée et avec tact. des choix très difficiles et les a faits de façon. compression des effectifs. M. Beatty a eu à faire en période de restrictions financières et de d'autant plus que ces réalisations se sont faites canadiens. Nous lui en serons toujours redevables, promotion et de visibilité pour les artistes Canadiens, et il a multiplié les occasions de à rehausser l'importance de la Société pour les privés. En relevant ce défi, M. Beatty a contribué titre de radiodiffuseur public, des radiodiffuseurs lui a permis de se distinguer encore davantage, à en particulier aux heures de grande écoute, ce qui canadianiser la grille de sa Télévision anglaise, cours de son mandat, Radio-Canada a réussi à président-directeur général de la Société. Au Il convient de féliciter Perrin Beatty, l'ancien

Or, norre situation financière demeure 19 company Doutant, condemittes annees

Message du président-directeur général

La radiodiffusion publique est d'une importance capitale pour le Canada. Cette idée était juste lorsque le gouvernement canadien a créé la Société Radio-Canada en 1936, mais elle demeure tout aussi pertinente, sinon plus, aujourd'hui si on veut maintenir et renforcer le caractère culturel, social et politique du Canada. C'est fort de cette conviction profonde que j'ai assumé le poste de président-directeur général de la Société l'automne dernier.

Mes premières interventions à titre de PDC étaient guidées par le désir d'évaluer la situation générale, d'amorcer rapidement des changements pour consolider les points forts la Société, notamment dans le domaine des nouvelles et de l'information, et d'élaborer de nouvelles approches pour l'ensemble de la programmation. Radio-Canada s'est fixé pour objectif de tion. Radio-Canada s'est fixé pour objectif de devenir plus efficace et plus pertinente, de façon devenir plus efficace et plus pertinente, de façon prieux remplir son mandat de service public.

Ainsi, en décembre 1999, j'si mis sur pied le Groupe de travail sur la réingénierie, dirigé par James McCouhrey, vice-président directeur et chef de l'exploitation. Ce groupe avait la tâche d'étudier plusieurs facettes de nos activités, en commençant par la Télévision anglaise, la transmission et la distribution, la gestion des immeubles et la programmation sportive, afin de déterminer comment nous pourrions concentrer nos resources sur l'essentiel, c'est-à-dire la programmation.

Les priorités suivantes ont déjà été reconnues: programmation distincte de la plus haute qualité; tournalisme crédible et indépendant; excellence dans les émissions pour enfants et pour jeunes; réduction de la publicité. De plus, pour demeurer pertinente, s'adapter à la révolution des communications en cours et conserver une place dans un environnement audiovisuel térocement concurrentiel. Badio-Canada doit jérocement concurrentiel.



Amélioration du gouvernement d'entreprise

directeur général et des comités du Conseil. Le Comité du gouvernement d'entreprise mettra en place des procédés qui permettront au Conseil de fonctionner en toute indépendance de la direction de l'entreprise.

sənbsu səp uottsəg

Le Conseil a accru sa surveillance des principaux risques d'exploitation de la Société.

La Société s'est dotée d'un plan de relève et a pris des dispositions pour surveiller l'intégrité de ses contrôles internes et de ses systèmes informatiques.

Le Conseil a créé un Comité consultatif du président du Conseil sur les relations avec les intervenants afin de surveiller les rapports de la Société avec l'extérieur et d'émettre des avis à ce sujet. Les intervenants proviennent de divers milieux et représentent des intérêts, des préoccupations et des responsabilités variés. Etant donné le mandat de service public du Conseil, le Comité consultatif s'efforcera de raillier l'appui de la base afin de réaliser ses objectifs.

comités

Le Comité de vérification a surveillé des questions comme le passage à l'an 2000, qui exigeait une bonne compréhension des mécanismes d'exploitation de la Société. Le Comité des ressources humaines et de la rémunération a surveillé de près la mise en œuvre de politiques judicieuses en matière de couvre de politiques judicieuses en matière de

En 2000-2001, le Conseil entend faire davantage appel à ses comités pour effectuer un travail de surveillance approfondi et compte revoir ses façons d'obtenir de l'information concise et pertinente.

Au cours de l'exercice 1999-2000, le Conseil d'administration s'est préoccupé de consolider d'administration s'est préoccupé de consolider d'entreprise. En mai 1999, la Societé à comparu devant le CRTC pour le renouvellement de ses licences; celles-ci ont été renouvellement de ses licences; celles-ci ont été renouvelées en janvier 2000 pour une durée de sept ans. En juillet, l'entra beatre, preadont-directeut général, a quitte la Société et a éré remplacé, à titre intérimaire, par la Société et a éré remplacé, à titre intérimaire, par la Société et a douceur jusqu'à l'arrivée du nouveau pDG, Robert Rabinovitch, qui est entré en fonctions en novembre.

JissnoJ ub noitisoqmoJ

Le Conseil se compose de personnes apres à devent administrateurs indépendants, c'estest dire n'occupant aucune fonction de direction à la Société ou n'ayant aucun lien d'affaires ou autre qui pourrait compromettre, ou être raisonnablement perçu comme pouvant compromettre, leur aptitude à exercer leur fonction d'administrateur dans le meilleur intérêt de la Société.

Conflit d'intérêts

Bien que le Conseil n'exerce aucun contrôle sur la nomination de ses membres, il transmet chaque année toute l'information pertinente au conseiller en éthique du Gouvernement du Canada afin d'obtenit confirmation que les dispositions de la Loi sur la radiodiffusion ont été respectées. Le Conseil a examiné attentivement ses directives internes sur les conflits d'intérêts ses directives internes sur les conflits d'intérêts prince lui permettre de fonctionnet en toute prises pour lui permettre de fonctionnet en toute indépendance de la direction de l'entreprise.

Règles régissant le gouvernement d'entreprise

Le Conseil a entamé l'examen des règlements administratifs de la Société et des mandats définissant les rôles et les responsabilités du Conseil, du président du Conseil, du président-

Le Conseil d'administration de 1999-2000

9 '++ '8 '7 Calgary (Alberta) Burnet, Duckworth & Palmer Avocat et président James S. Palmer, C.M., c.r.

+*, 6, 6, 5 (ormanO) omoroT International estutasabk, simissO Président-directeur général W. Thomas R. Wilson

Liesnod ub setimod

- 1. Comité de vérification
- française et de langue radiodiffusion de langue 2. Comités permanents sur la
- q ourreprise et du gouvernement 3. Comité de nomination ostejaue
- humaines et 4. Comité des ressources
- подвитовать 5. Comité de la de la rémunération
- du président du 6. Comité consultatif
- mstitutionnelles Conseil sur les relations
- de retraite de Radio-Canada * Conseil de fiducie de la Caisse + Président(e) du comité

St. John's (Terre-Neuve) Dr Val H. Conway

Coording) Instituted (Groupe factique Marketel Lice-présidente, Michelle Courchesne

5 '7 '2 Montréal (Québec) Heenan Blaikie Avocats Président et premier associé Roy L. Heenan, O.C.

5'7'I Britannique) Victoria (Colombie-Monday Publishing communicatrice Comédienne et Jane Heffelfinger

* '5 '7 (Nouveau-Brunswick) Caraquet Pêches et Aquaculture Sous-ministre adjoint Clarence LeBreton

+9 '7 'I (oinstaO) otnorol L. Richard O'Hagan

> president-directeur général. président du Conseil et le 12 membres, dont le de la Société. Il comprend responsable de la gestion d'administration est radiodiffusion, le Conseil En vertu de la Loi sur la

9 '+5 '+ '+8 '+7 Président du Conseil Guylaine Saucier, C.M., F.C.A.

5,4,5 (OTERIO) EMERIO Isranag anataarib-trabisaaT Robert Rabinovitch

(+1 (OTTESTED) BARRIED (a démissionné en août 1999) Instruction of the Republic of Phon. Perrin Beatty, C.P.

(ommote) omorel des réalisations autochtones Fondation nationale Fondateur et président John Kim Bell, O.C.

7 '+1 Toronto (Ontario) Fisken Martineau DuMoulin Associólavocat-John A. Campion

autochtones. Au fur et à mesure qu'évolusit le Chinala. Baltoc Chinala s'est oftonzee d'incluie dans son champ d'activité tous les citoyens du pays, en particulier les nouveaux arrivants qui ont transformé et enrichi le tissu national.

Jose affirmer sans prétention que, de toutes les institutions d'importance qu'a créées le Canada, aucune autre que Radio-Canada ne constitue un instrument aussi unique et essentiel pour maintenir les valeurs partagées, favoriser une comprehension commune et promouveir l'unite du pays. L'arrivée du nouveau millénaire nous encourage tous à Radio-Canada à redoubler encourage tous à Radio-Canada a redoubler d'éfforts pour élargir et conserver nos auditoires et servir le mieux possible l'intérêt national.

Le président du Conseil

1,6/

Guylaine Saucier, C.M., F.C.A.

D'emblée, il convient de rappelet à nos amis, auditeurs, à nos téléspectateurs, à nos amis, autant qu'à nos employés et dirigeants, que Radio-Canada est un service public. Toute son activité repose sur la créativité, le jugement et la discipline professionnelle de son personnel de même que sur son engagement institutionnel à l'égard du bien-être et du développement du pays. Radio-Canada n'existe donc que par sa programmation. La préparation et la présentation d'émissions pertinentes et opportunes justifient d'émissions pertinentes et opportunes justifient l'existence même du radiodiffuseur public.

nationale et régionale. nécessité de produire une programmation même temps, Radio-Canada doit jongler avec la laire constitue une entreprise titanesque. Et en supérieure mais qui conserve un attrait popu-Canadiens, concevoir une grille de qualité (principalement américains) qui s'offrent aux pléthore de services canadiens et étrangers la concurrence est unique. Compte tenu de la position de la Télévision anglaise sur le plan de Comparativement à tous nos autres services, la notre service le plus coûteux à exploiter. constructif de la Télévision anglaise, qui est direction procède actuellement à un examen compte des principes du service public. La est le plus distinctif possible, tout en tenant la façon la plus efficiente et que leur contenu de s'assurer que les émissions sont produites de Internet. Il revient à la direction de la Société à la radio, à la télévision et maintenant dans l'excellence et la diversité de sa programmation, Radio-Canada s'est toujours définie par

bien que le secreur privé occupe une place honorable et nécessaire dans le paysage audiovisuel canadien, le radiodiffuseur public national a été créé pour nous aider à nous connaître et à nous créé pour nous aider à nous connaître et à nous épanouir comme nation et, pour ce faire, il d'information et de divertissement. Les productions de Radio-Canada ont contribué à l'évolution de l'Entitute, annéhenne, une contribué à l'évolution de le nitre le la nos structures et nos traditions politiques et sociales. Radio-Canada a aussi aidé à tisser et sociales. Radio-Canada a aussi aidé à tisser des liens entre l'Est, l'Ouest et le Nord, entre les collectivités francophones, anglophones et collectivités francophones, anglophones et collectivités francophones, anglophones et

Message du président jiesno ub

Depuis près de 65 ans, la vie du radiodiffuseur public du Canada a toujours été féconde en événements. Dexercice qui s'est terminé ne fait pas exception. À l'approche du nouveau millénaire, la Société Radio-Canada a poursurut son processus d'examen exhaustif afin de trouver des moyens de se transformer et de se renouveler de façon rationnelle pour les années à venir.

A la fin de l'automne, nous avons accueilli un nouveau président-directeur général, Robert Rabinovitch, qui occupe ce poste à la suite d'une illustre lignée. Comme son prédécesseur immédiat, l'honorable l'errin est profondément attaché aux principes et aux valeurs du service public, ce qui fait de lui un important atout pour la Sociéré. Pour assurer la transition entre M. Beatty et M. Rabinovitch, transition entre M. Beatty et M. Rabinovitch, vice-président directeur et chef de l'exploitation, vice-président directeur et chef de l'exploitation, qui a assumé à titre intérimaire le poste de qui a assumé à titre intérimaire le poste de président-directeur général pendant plusieurs mois.

Tâche qui n'a pas été facile. à nos obligations envers le public canadien. ressources financières restreintes par rapport avons conçu des stratégies pour équilibrer nos est ressentie. Face à cette situation, nous et, mévitablement, notre programmation s'en un grand nombre d'employés loyaux et compétents personnel a été lourd. Nous avons dû laisser partir été épargné, et l'impact psychologique sur le du même ordre. Aucun secteur de la Société n'a entraîné des compressions d'effectif à peu près été réduit globalement de 40 pour cent, ce qui a immédiates mais aussi profondes. Le budget a demandé à Radio-Canada a eu des conséquences réduire la dette et résorber le déficit, l'effort fédéral cherchait à contenir les dépenses pour Radio-Canada. Au moment où le gouvernement La décennie 1990 a été pleine de défis pour



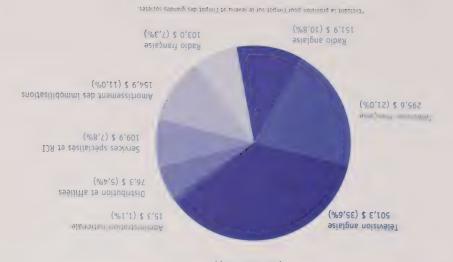
Points saillants financiers

Provenance des fonds courants de Radio-Canada

ses recettes autogénérées tandis qu'elle a vu ses crédits gouvernementaux diminuer. Au cours des dernières années, la Société a dû compter de plus en plus sur



(\$ sb snoillim) Depenses d'exploitation pour 1999-2000* — 1 408,2 millions de \$



Profil institutionnel

- Calaxie, service audionumérique payant qui offre 30 canaux de musique continue, 24 heures sur 24, sans interruption commerciale ni contenu verbal;
- radio-canada.ca, cbc.ca et cbc.radio-canada.ca, des services Internet, en français et en anglais, qui proposent des productions télévisées et radiophoniques de Radio-Canada, une programmation unique conçue spécialement pour les nouveaux médias ainsi que des rensergnents institutionnels.

27 stations privées affiliées et 292 réémetteurs base, 1 164 réémetteurs radio-canadiens, et de lignes terrestres alimentant 97 stations de satellites alliés à un réseau d'ondes hertziennes Radio-Canada sont distribuées au moyen de publicitaires à la télévision. Les émissions de sources de revenus, dont les recettes publics, auxquels s'ajoutent diverses autres Société provient principalement des fonds remet un rapport annuel. Le financement de la ministre du Patrimoine canadien, à qui elle le Parlement du Canada par l'entremise de la de 1991. Radio-Canada est responsable devant maintenant régie par la Loi sur la radiodiffusion Parlement le 2 novembre 1936 et est public national. Elle a été créée par une loi du La Société Radio-Canada est le radiodiffuseur

Les services de programmation de Radio-Canada comprennent :

de stations affiliées ou communautaires.

- La Première Chaîne, La Chaîne culturelle, CBC Radio One et CBC Radio Two, qui présentent des émissions musicales, culturelles, d'information et d'intérêt général;
- La Télévision française et CBC English
 Television, qui proposent des émissions d'intérêt général et des émissions spécialisées;
- Le Réseau de l'information et CBC Newsworld, qui offrent des émissions de nouvelles et d'information 24 heures sur 24 et qui sont entièrement financés par les abonnements au câble et les recettes publicitaires;
- Des services de radio et de télévision qui diffusent dans le Grand Nord en français, en anglais et en huit langues autochtones;
- Radio-Canada International, service international de radio qui diffuse en sept langues et est exploité au nom du gouvernement canadien;

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PO Box 12010, Station A St. John's, Newfoundland

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PG Box 3000 Halifax, Nava Scotta B3J 3E9 1903 425-8311

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250 Université Avenue Pli Box 850 Mancter, Nawy Bransmick, ETC 8MS (500) 853 6666

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www.radio-canada.ca www.cbc.radio-canada.ca

• TDD: Telephone Device for the Deaf

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Message from the President and CEO

The year 2000-2001 has been a momentous one at CBC/Radio-Canada. This year we returned to our roots as Canada's national public broadcaster, and experienced the kinds of high points in high-quality distinctive programming that define

the best of CBC/Radio-Canada

Programming such as the live coverage of
the Sydney Olympics, the federal election and
the homage to Pierre Elliott Trudeau, as well as the

launching of our epic bilingual documentary series, *Canada: A People's History / Le Canada: Une histoire populaire* — which has reached 15 million Canadians — characterises a revitalised and strengthened CBC/Radio-Canada and illustrates the fundamental role public broadcasting plays in Canada

National public broadcasting is of utmost importance in the building and strengthening of a country's society and culture. When I accepted the post of President and CEO of CBC/Radio-Canada, I knew that I would encounter the perennial question that faces every President of every public broadcaster worldwide Do we still need a public broadcaster? My answer is, emphatically, yes, *especially* in the multi-platform universe of 2001.

In today's globalised environment where traditional national boundaries have disappeared, public broadcasters are even more important than ever. The argument for maintaining public broadcasting is all about taking the kinds of risks and demonstrating innovation in programming that only a public broadcaster can do; about encouraging and promulgating diverse expression, and creating space for a fair reflection of the world's different cultures and values. CBC/Radio-Canada does all these things with a **Canadian** voice across all of its media platforms

Public broadcasters have a singular role to play, very different from that chosen by private broadcasters. The role of public broadcasters is to reflect the values and culture of their country; to nurture and support genuine indigenous programming; and to provide accessible platforms for a variety of voices and ideas.

Public broadcasters define their audiences as citizens rather than consumers. They devise programming that tells the stories of those citizens and can make a positive difference to people's lives

As Canada's national public broadcaster, CBC/Radio-Canada must provide Canadians with high-quality, distinctive Canadian programming through the most efficient technology available and in a fiscally responsible manner. Our focus is to strengthen our ability to be a more distinct public service broadcaster and to provide Canadians with a unique experience. In the context of limited resources and an increasingly competitive environment, the Corporation has set out the following priorities to achieve that key objective



1) Demonstrate that CBC/Radio-Canada is a well-managed company, and generate cash flow to re-invest in programming.

Focusing on our core business and leveraging all of our assets is key to our strategy. To increase CBC/Radio-Canada's financial flexibility, we have implemented several new initiatives that will help us reach this objective.

In May 2000, we sold our two US-based cable television channels, Trio and Newsworld International (co-owned with Power Broadcasting Inc.), to USA Networks for \$153 million CDN. CBC/Radio-Canada's share of approximately \$76 million will help support high-quality Canadian programming on our networks. CBC/Radio-Canada remains, however, the packager and primary supplier of news, public affairs and documentaries of Newsworld International. This allows CBC/Radio-Canada to continue to extend its brand in the US market.

We created a distinct, stand-alone Real Estate Division in order to maximise our revenue through selling or renting surplus space. Economies in building operating and capital costs are also a priority of this new Division. Any new revenue achieved from this process can be put into the production and airing of high-quality Canadian programming. The Real Estate Division will also act as landlord for all CBC/Radio-Canada space and will implement ongoing benchmarking of industry best practices.

We also announced that we are exploring the possibility of selling our transmission and distribution assets, a move that other public broadcasters have made recently in order to concentrate their efforts on programming. In July 2000 we issued a Request for Information (RFI) seeking a private sector company or consortium interested in acquiring CBC/Radio-Canada's 608 transmission towers, 750 transmission sites and 2500 transmitters, and the ongoing business of providing broadcasting delivery and other voice/data transmission services to broadcasters and other businesses.

2) Ensure distinctive programming of the highest quality.

We are significantly transforming English Television and supporting change initiatives in all media to enhance distinctiveness in the new competitive environment. We are also reinforcing regional presence and reflection across all media, including New Media; showcasing new talents, new voices and new faces; safeguarding our journalistic leadership; creating a dependable, educational and entertaining viewing environment for children; and focusing on high-quality Canadian content.

In a year where we made great efforts to transform our programming Canadians moved in tandem with us, watching in record numbers the new special series, *Canada: A People's History / Le Canada: Une histoire populaire.* Our audiences proved that Canadians have a keen appetite for the kind of programming that only a public broadcaster would offer. We are very proud of the success of this series and pleased with viewers' response to this type of distinctive, high-quality Canadian programming.

Pave the way for a debate on the funding of CBC/Radio-Canada based on achieving greater efficiencies.

We will use all opportunities to accelerate discussion with the public, Government and key stake-holders to promote the importance of the national public broadcaster. We will demonstrate that CBC/Radio-Canada is being managed efficiently as a business, and that an adequate stable funding level translates into a more distinctive voice and increases the perceived value of our service to Canadians.



4) Ensure the sustainability of our Canadian schedules.

Our ability to deliver high-quality Canadian television programs rests in large measure on Canadian Television Fund support for CBC/Radio-Canada programs. The CTF has been renewed by Government for a period of one year and changes to its governance have been introduced. CBC/Radio-Canada must ensure that it can maximise its access to the Fund to maintain and enhance its Canadian schedules

Position CBC/Radio-Canada to enhance our ability to fulfill our mandate through selective alliances and partnerships.

We are strengthening CBC/Radio-Canada's position through strategic alliances that will maximise our audience reach and create new revenue streams

We take pride in the three new specialty television licences awarded by the CRTC in 2000 in which CBC/Radio-Canada is a key partner. These services will play a key role in extending our service to Canadians. All three services will begin operations in Autumn 2001.

artv (formerly called *Télé des Arts*) will be a nationally distributed analogue French-language service devoted to arts and culture involving five shareholders: CBC/Radio-Canada (37 per cent), Télé-Québec (25 per cent), BCE Media (16 per cent), ARTE France (15 per cent) and Spectra (7 per cent).

The Canadian Documentary Channel will reinforce the leading role CBC Radio Canadia and the National Film Board have played in the development of the Canadian documentary, and will encourage new Canadian filmmakers. This service involves Corus (53 per cent), CBC/Radio-Canada (29 per cent), the National Film Board (14 per cent) and four independent production companies (1 per cent each).

Land & Sea will collect rural and resource-based information and will provide news and information programming anchored from Winnipeg and St. John's. Corus (70 per cent) and CBC/Radio-Canada (30 per cent) are partners in Land & Sea.

We have signed a Joint Marketing Agreement with Corus Entertainment concerning the distribution of Galaxie, our pay audio service. Most major cable operators, and the satellite service Star Choice, now offer a package of 40 music channels, of which half are from Galaxie and half from DMX.

We also reached an agreement with *La Presse* to take advantage of synergies resulting from our complementary activities, notably with the Internet, special events and promotion. CBC/Radio-Canada has also entered into several agreements to extend the reach of our news by providing service to several wireless communications operators.

6) Reinforce the capacity of CBC/Radio-Canada to work as one integrated conglomerate.

We are ensuring that synergies are maximised between media. We are strengthening cross-promotion between media; fostering cross-media program initiatives; and ensuring consistent branding throughout the Corporation.





With these priorities as well as our strategic approaches for meeting our goals, we expect to better serve our Canadian audiences and reach new ones. Our goal is to ensure that in a multi-channel universe CBC/Radio-Canada can provide a unique experience to Canadians.

I want to reiterate my belief in the importance of a strong national public broadcaster for Canada. CBC/Radio-Canada can be strong if it is efficient and it can be efficient if it works as an integrated Corporation. In keeping with this philosophy, we have redesigned our Annual Report this year to reflect the new integrated organisation of CBC/Radio-Canada and placed the emphasis on our core business: providing distinctive Canadian programming.

This year has been characterised by the constant search for better ways to do business and to improve the perceived value of the services we deliver to Canadians. The ongoing and full support of the CBC/Radio-Canada Board of Directors was essential in making these changes possible and I am thankful for that. Broadcasting is a people-intensive creative business. Without the support of staff, the new CBC/Radio-Canada that is emerging could not become a reality.

In closing, I want to pay tribute to Guylaine Saucier, a great Canadian who served as Chair of the CBC/Radio-Canada Board of Directors from April 1, 1995 to December 8, 2000. During her time as Chair, Mme Saucier faced the most challenging years CBC/Radio-Canada has ever experienced, and she did so with aplomb and determination. Because of her tenacity and her vision, she managed to steer CBC/Radio-Canada during unprecedented budget cuts while protecting the integrity of CBC/Radio-Canada services to Canadians. Thank you for a job well done and for paving the way for our current efforts to revitalise and strengthen CBC/Radio-Canada's programming.

Robert Rabinovitch
President and CEO, and

L. l. plumi

Acting Chair, Board of Directors

CBC/Radio-Canada: Serving Canadians in Unique Ways

The Canadian Broadcasting Corporation,
Canada's national public broadcaster,
was created by an Act of Parliament on
November 2, 1936, and now operates under
the 1991 Broadcasting Act. It is accountable
to the Parliament of Canada through the Minister
of Canadian Heritage, to whom it reports annually.
CBC/Radio-Canada is financed mainly through
public funds, supplemented by revenue from
various sources including television advertising.
CBC/Radio-Canada distributes its programs
via satellite, microwave and landline, feeding
97 CBC/Radio-Canada-owned stations,
1,164 CBC/Radio-Canada rebroadcasters,
27 private affiliates and 292 affiliated or

CBC/Radio-Canada reaches out to Canadians through a multitude of platforms:

CBC Radio One, CBC Radio Two, the Première Chaîne and the Chaîne culturelle: four commercial-free national Radio networks with 73 regional stations, broadcasting coast-to-coast-to-coast, in French and in English, offering a unique mix of information, general-interest, music and cultural Radio programs;

English Television and French Television: two national Television networks whose 24 regional stations and 24 affiliated stations deliver English and French services across the country, offering general and special-interest programs;

Radio and Television services to northern Canada, offering programming in English, French and eight Aboriginal languages;

CBC Newsworld and the Réseau de l'information (RDI): Canada's leading all-news Television services, offering 24-hour news and information, financed entirely by cable subscriptions and advertising revenue;

www.cbc.ca and www.radio-canada.ca: two multi-layered Internet services carrying CBC/ Radio-Canada's Radio and Television productions, unique New Media programming and corporate information;

Radio Three: English interactive programming for youth on the Internet (www.120seconds.com, www.newmusiccanada.com, www.justconcerts.com);

Bandeapart.fm: French interactive programming for youth on the Internet (www.bandeapart.fm);

Galaxie: a digital pay audio service offering 30 continuous music channels, 24 hours a day without talk nor commercials, reaching 1.8 million subscribers:

Radio Canada International (RCI), one of the most respected shortwave radio services in the world, broadcasting internationally in seven languages; and,

Beginning in Autumn 2001, artv, The Canadian Documentary Channel, and Land & Sea will extend our service to Canadians.



CBC/Radio-Canada: Key Support to the Canadian Artistic Community

CBC/Radio-Canada is the country's most important vehicle for showcasing Canadian arts and culture including orchestras, theatre, and dance ensembles on both national and regional levels.

During 2000-2001, CBC/Radio-Canada's direct contributions to artists were in the order of \$36 million.

The cultural community also benefits from payments that CBC/Radio-Canada makes to independent producers. Last year, these payments totaled \$64 million.

Four of the top 10 bestsellers in English Canada during the months of November and December 2000 were books related to CBC/Radio-Canada programs. They were: Canada: A People's History; Vinyl Café: Unplugged; Wanted Words (from This Morning); and, The Rights Revolution (from Ideas).

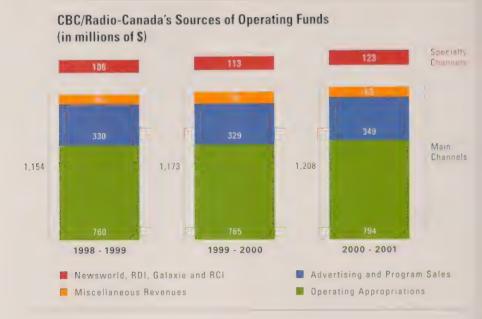
Sales figures for the first series of videos of *Canada: A People's History / Le Canada: Une histoire populaire* (English and French, VHS and DVD combined) were approximately 135,000 units, or 27,000 per episode, a best-seller by Canadian standards.

CBC Records/Les disques SRC

CBC Records/Les disques SRC is a leading label in Canada for Canadian classical music. There are 20 new Canadian performances released each year. Last year, CBC Records/Les disques SRC sold more than 90,000 CDs.



Financial Highlights





The increase in advertising revenues in 2000-2001 is due primarily to the coverage of the Sydney Olympics and is offset by a decline in advertising revenues generated from regular programming Despite fragmentation in the advertising market, competitive pressures and de-commercialisation of English Television evening News, CBC/Radio-Canada has continued to offer high-quality distinctive Canadian programs.

2000-2001 Operating Expenses* - \$1,396.3 million (in millions of \$) English Television \$494.9 (35.5%) French Television \$284.9 (20.4%) English Radio \$152.1 (10.9%) French Radio \$93.6 (6.7%) Corporate Management \$15.9 (1.1%) Amortisation of Capital Assets \$149.3 (10.7%) Specialty Services & RCI \$115.9 (8.3%) Distribution & Affiliates \$72.6 (5.2%)

New Media \$17.1 (1.2%)

^{*} Excluding provision for income and large corporations taxes

A More Challenging Media Environment

CBC/Radio-Canada now operates in a more challenging environment than ever before.

The digital revolution, globalisation of the economy and changes in the communication sector are major drivers of change. At the same time, increased audience fragmentation from new services reinforces the need for a strong public service broadcaster in Canada.

The past year has seen the emergence of powerful media conglomerates in Canada. Most have opted for a strategy oriented towards vertical integration while at the same time reinforcing their position in acquiring more broadcasting assets and expanding their activities by integrating key national newspapers and production companies.

With these deals, the concentration in the Canadian media industry has reached new heights. There are far fewer but much stronger key players who now compete for Canadian audience and advertising dollars.

In addition, the ownership of program rights is becoming a critical issue in the multi-platform environment. Broadcasters are now seeking Internet broadcast rights to supplement conventional, specialty and pay television windows for their programming. The technological convergence and increasing penetration of the Internet, including high-speed Internet, are gradually allowing content producers to distribute their product directly to the consumer, thus bypassing the intermediaries in the value chain. In this new environment, those who will not be able to secure long-term access to content in high demand run the risk of losing their competitive advantage. As a result, broadcasters have sought to reduce the uncertainty regarding the supply of Canadian programming and to expand business opportunities by acquiring production houses.

Audience fragmentation resulting from the increased number of specialty television services available in Canada will continue to exert pressures on the industry. The Canadian Radiotelevision and Telecommunications Commission (CRTC) policy for digital pay television and specialty channels provides very liberal entry conditions for new services. More than 280 digital television services were approved by the CRTC in November 2000, many of which are expected to become available to the public as soon as Autumn 2001.

Given the new competition, it will be more difficult and more costly for CBC/Radio-Canada to acquire program rights to high-quality Canadian programming. Greater demands on the Canadian Television Fund (CTF) will also put pressure on CBC/Radio-Canada's ability to get access to a level of financing essential to maintaining a truly distinctive Canadian program schedule and to achieve the transformation of English Television and the strengthening of French Television.

The emergence of media powerhouses will also have an impact on the advertising market. The larger the conglomerate, the more niches and the more opportunities for high-impact media placement and cross-promotion.

The broadcasting industry continues to go through unprecedented changes. With much stronger and vertically integrated competitors and new competition from both domestic and international sources, the need to preserve a public broadcasting space in Canada becomes critical.



Strengthening Our Programming

Change and revitalisation are not new to CBC/Radio-Canada. For nearly 65 years, we have considered innovation and the provision of excellence in programming an integral part of our mandate. In the context of increased competition, globalisation, media mergers and reduced budgets, our media platforms are making significant changes to their programming, technical, and administrative practices. Key goals include reinvesting in our core strengths and taking the kinds of innovative risks that distinguish CBC/Radio-Canada from private broadcasters.

English Television

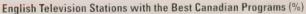
English Television is in the midst of a comprehensive transformation that will differentiate it clearly from all other television services in Canada. Over the past few years, despite great financial constraints, "Canadianisation" has been largely achieved. This past year saw an increased emphasis on the "public service" aspects of making English Television Canada's national English-language public broadcaster: making it more distinctive, less commercial, providing a strong nation-binding force through high-impact programming, and reflecting all regions of Canada to the country as a whole.

Isst year can be seen in the program schedules Children's and youth programming were increased by one third. A major News program, CBC News Canada Now, was launched. The National was revitalised, and News operations were integrated across the country. Opening Night introduced a prime-time showcase for the performing arts and amateur sports were given a new emphasis

To enhance productivity and operational efficiency, English Television is utilising benchmarking techniques to promote continuous improvement in production methods and measures to streamline business processes and administrative support

Other changes this year include the conversion of English Television's satellite network distribution signals from analog to digital format (Digital Video Compression, DVC) to improve the efficiency of internal network distribution operations. And on January 8, 2001, new satellite channels opened, allowing CBC North to adopt the same format and timing for supper hour shows as in the rest of the country.



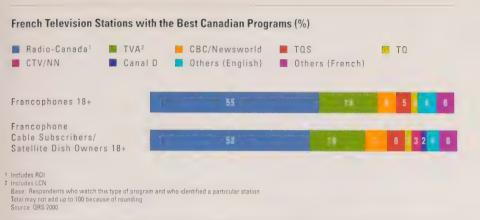




Includes CBC Newsworld
Includes CTV News Net

Base Respondents who watch Canadian programs

Source QRS 2000



French Television

French Television is a public, general interest, popular television service with roots in every region of the country and a commitment to reflect the culture of all Francophones. Its mission is to produce high-quality programs in French for the greatest number of Canadians possible. With 16.6 per cent of the Francophone market share, it contributes significantly to the dynamism and quality of French-language television throughout the country.

French Television produces and bioadcasts accessible, diversified programming of high quality in terms of production values and content. Emphasis is placed on Information (News and Current Affairs), Drama, Culture, and Youth programming.

In recent years, French Television has been renewing its program schedule and focusing on its public mandate. The 2000-2001 Television season was marked by the broadcasting of seven first-run Canadian drama series. Cultural and variety programming underwent various major changes: several new programs were introduced and others returned in a new format. In youth programming, there was more drama, including a new regionally produced program; weekdays, from 6:30 to 7:30 a.m., the emphasis was shifted from news to children with the addition of a half-hour youth program package. In sports, French Television kept its audience abreast of the Sydney Olympics with exhaustive coverage of the events.

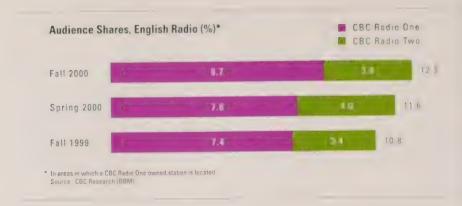
English Radio

English Radio provides high-quality information, cultural and music programming on Radio One and Radio Two in 48 communities across Canada.

Radio One, which can be received by 98 per cent of English-speaking Canadians, is focusing on increased quality, more pilot series developed across the country, and further development of network and regional information programming. Radio Two, committed to 80 per cent-plus national coverage, this year extended its service to Kelowna, Sudbury and Swift Current, and will further extend its service next year. Radio Three's websites, launched in 2000, will be expanded to attract more young Canadians.

CBC Radio One and Radio Two experienced historically high audience shares with a combined share of over 12 per cent according to BBM in Fall 2000 and Spring 2001. CBC Radio has some of the highest user satisfaction levels for any media in the country, with over 95 per cent of listeners to both Radio One and Radio Two expressing themselves as being "satisfied" or "very satisfied" (QRS 2000).





French Radio

Our unique French Radio service, the Première Chaîne and the Chaîne culturelle, reaches 98 per cent and 80 per cent of Francophones across the country, respectively. The key objective of French Radio is to maintain and protect French-language public radio space. French Radio offers high-quality information programming and diverse music programming.

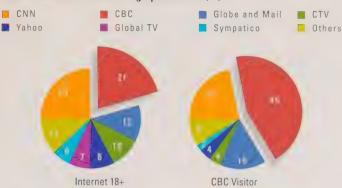
French Radio's plan is to make national and regional programming more open to the world by encouraging exchanges between national and regional

programming, and strengthening international radio partnerships. It also plans to strengthen its regional presence by originating local programming from Trois-Rivières, extending the Chaîne culturelle to Winnipeg and Vancouver. As well, Radio-Canada intends to enhance the quality of its regional productions, among other things. French Radio is further promoting and developing Canadian talent by adopting quality standards and programming rules for broadcasting Canadian music, implementing a unified strategy for developing and promoting Canadian talent, and strengthening the website, bandeapart.fm.





English Website Most Likely to Be Believed if Conflicting News Stories are Heard About the Same Event Current Internet Users* – Anglophones 18+ (%)



"Others" includes The Toronto Star, Canada.com, Canãe and MSNBC

"Current Internet users who have accessed the Internet in the past 3 months
Total may not add up to 100 because of rounding
Source: ORS 2000

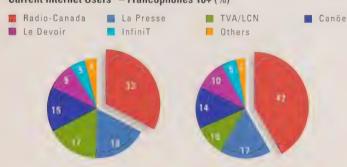
New Media

Teams from English and French Radio and Television work together on New Media activities to deliver news and public affairs, cultural content, children and youth programming and information about CBC/Radio-Canada programs. CBC/Radio-Canada intends to be the prime provider of appealing, impartial, non-commercial Canadian content on the Web.

CBC/Radio-Canada has established numerous New Media partnerships with other websites. Portals such as Sympatico, AOL, MontrealPlus.ca, Excite Canada and MSN extend the reach of CBC/Radio-Canada content for the benefit of Canadians. We are also reaching Canadians on new platforms such as Palm Pilots and PCS telephones. CBC/Radio-Canada has also partnered to create new content with The Canadian Film Centre and Historica for *The Great Canadian Story Engine* website and with Canadian Heritage and Industry Canada for *Francomania.ca*.



French Website Most Likely to Be Believed if Conflicting News Stories are Heard About the Same Event Current Internet Users* – Francophones 18+ (%)



"Others" includes Le Soleil. LeDroit. Matinternet et Mes nouvelles

Base. Current Internet users who have accessed the Internet in the past 3 months and who identified a specific Canadian website
Iotal may not add up to 100 because of rounding
Source QRS 2000

Radio-Canada Visitor

Internet 18+

A Great Success Story: Canada: A People's History / Le Canada: Une histoire populaire

This year, CBC/Radio-Canada launched its landmark documentary series, Canada:

A People's History / Le Canada: Une histoire populaire. Several years in the making, and establishing a new model for cooperation between our English and French Television services, this project is the exemplar for public broadcasting at its finest: programming that is distinctive, high-quality and high-impact. Only CBC/Radio-Canada could risk dedicating the resources to develop a bilingual epic history of Canada. It is a prime example of our contribution to national consciousness and identity.

Canada: A People's History / Le Canada: Une histoire populaire chronicles the rise and fall of empires, the clash of great armies and epochmaking rebellions, and the everyday struggles of the women and men who lived through it, as told through their personal testimonies.

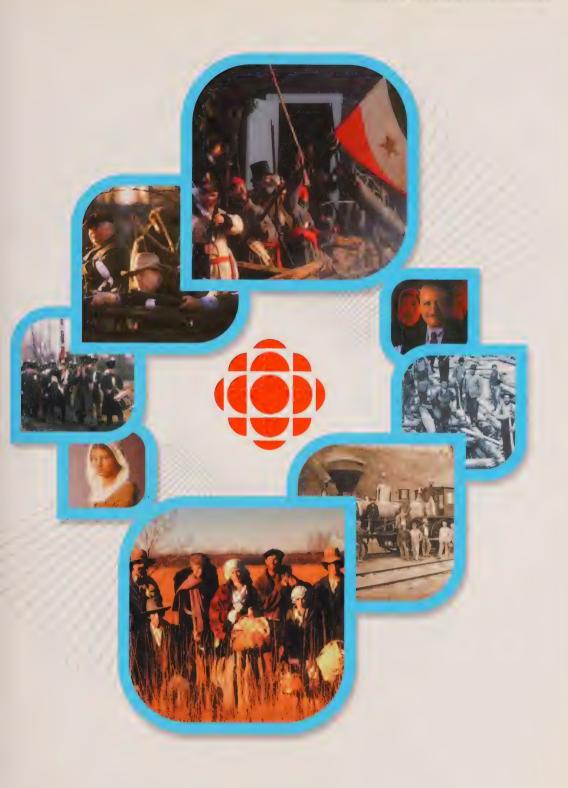
The series, to be broadcast commercial-free over two years, comprises 32 hours of stunning documentary programming produced using entirely digital technology. The first episode was aired simultaneously in French and English on Sunday, October 22, 2000, and by the close of the fiscal year, nine of the total 17 episodes had been broadcast.

Audience and critical reaction has been extremely positive and audience sizes have outstripped all expectations. An astounding 15 million Canadians – one out of two – tuned in to the series

To accompany the series are two richly illustrated books (one already a number-one nonfiction bestseller in English Canada), videocassettes and DVDs, radio fora and comprehensive websites containing biographies, photographs and video excerpts. There were three million pages viewed on the accompanying *cbc.ca* website this year

Demand for the videos and books, and use of the website, educational cassettes and teacher guides have also far exceeded expectations. By the end of 2002, we anticipate that the series will be available in 90 per cent of Canadian schools.





News, Current Affairs, Information on Which Canadians Rely

CBC/Radio-Canada News, Current Affairs and Information Programming, across all our media platforms, is the largest news organisation in Canada. International and national awards annually attest to our journalists' credibility and professionalism, and public broadcasters worldwide recognise our strong contributions to the field.

A Year of Important Changes: Integration, Rationalisation, Service

This year, CBC/Radio-Canada made important changes to its services. These were designed within the context of our new integrated business model with a view to improving services to Canadians. Staff from different departments and across all media are increasingly working together and sharing facilities in order to cover more stories in more places, while creating flexibility and reducing costs. This is evident in the successful integration of English Television's News, Current Affairs and Newsworld operations across the country.

After amalgamating *Le Téléjournal* and *Le Point*, French Television Information tackled another major project, namely the Centre de l'information, an entirely digital facility where all newscasts and information programs on French Television and on RDI will be produced and aired beginning in the Autumn of 2001. All resources dedicated to the gathering and production of news will be combined in a digital environment in order to free up journalistic resources and redirect them to improved coverage and more in-depth analysis.

In the Gaspésie, French and English Radio collaborated to provide better service and in Sudbury, journalists covered the news for both English and French Radio. English Radio, with a journalistic presence in 48 communities across Canada, worked with CBC Television News to provide additional coverage and sharing of resources in smaller centres. Local Toronto CBC Radio News and

Information was integrated into the Network Radio News operations, resulting in considerable savings to be reinvested in programming.

CBC/Radio-Canada's websites (cbc.ca and radio-canada.ca) deliver up-to-date information on local, regional, national and international events 24-hours a day. News and information can also be received instantly on Palm Pilots through various media partnerships.

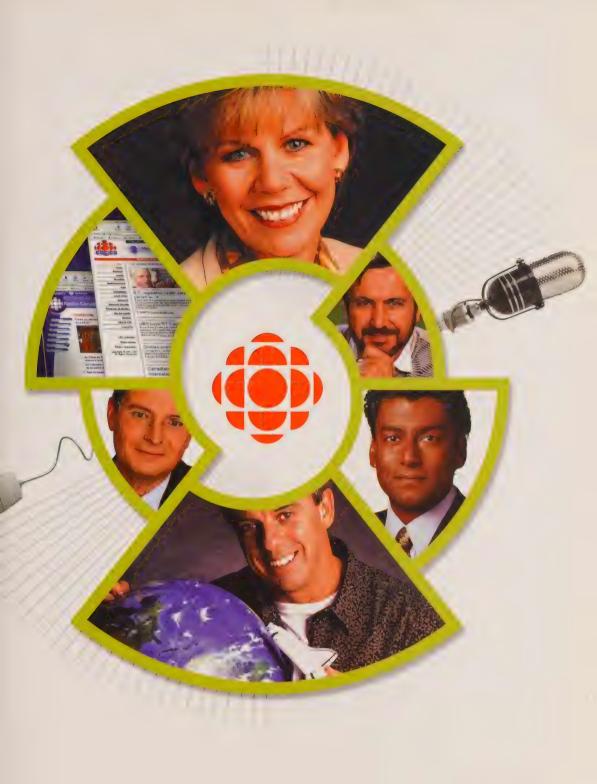
An example of CBC/Radio-Canada's news, current affairs and information programming on the Web is seen in the English and French regional sites which now provide access to local information from all regions of the country as well as regional CBC/Radio-Canada Radio and Television programming.

Radio Canada International (RCI) signed agreements with the Beijing People's Broadcasting Station, Radio Guangdong, Voice of Vietnam, National Radio of Ukraine, Voice of Lebanon, Radio Havana Cuba, and Canal EF (French programs to Africa) for co-productions, daily or weekly RCI current affairs programs, and training and exchange of staff.

New Programs and Hosts

During 2000-2001, English Television launched two high-profile evening news programs: CBC News: Canada Now and a revitalised The National, a seamless, integrated package of national and international news and information. Canada Now (6-7:00 p.m. weekdays) features a half-hour of national news hosted by Ian Hanomansing in Vancouver, paired with a half-hour of local news originating in 14 CBC/Radio-Canada stations across the country. The National (10-11:00 p.m. weekdays), hosted by Peter Mansbridge, consists of extended, high-quality coverage of the day's top stories, followed by provocative, insightful analyses, documentaries and features. The first halfhour of The National and the national news portion of CBC News: Canada Now are presented without commercial interruption, a remarkable achievement in North America. Overall, commercials broadcast

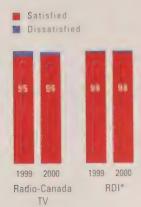






Viewer Satisfaction with Radio-Canada TV and RDI

Francophones 18+ (%)



Among cable subscribers
 Total may not add up to 100 due to the exclusion of "don't know/not stated"

 Source 1 RRS 1999-2000

The number of viewers tuning in to the news segment of the revitalised *The National* increased by five per cent, while the number of viewers tuning in to the current affairs segment of the same program increased by 10 per cent, compared to the number of viewers during the same weeks a year previously.

French Television offered four daily newscasts covering regional, national and international stories, in addition to weekly public affairs programs, while *Zone libre* presented investigative national and international reports, and *Enjeux* looked at social, economic and cultural issues.

To better serve its viewers the Réseau de l'information (RDI) began in Autumn 2000 to air the first edition of *Le Téléjournal/Le Point*, hosted by Stéphan Bureau. And Newsworld expanded *Newsworld Today*, live from Toronto and Calgary, from two to four-and-a-half hours weekdays.

English Radio added a foreign bureau in Jerusalem to those in London, Moscow, Bangkok and Washington. There were major reinvestments in regional news reporting and information programming this year. Over 50 new documentaries

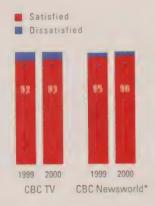
were produced for *This Morning, The Sunday Edition, Quirks and Quarks* and *Tapestry,* and more original programming was added to *Ideas* and *Richardson's Roundup* Staff secondments were made between New Media and CBC Radio Information program units to boost expertise in content development

In September, Shelagh Rogers became host of Radio One's *This Morning*, while Michael Enright moved to *The Sunday Edition*. Radio One's morning, noon and afternoon current affairs programs continued from almost 40 locations across Canada, while CBC Radio Windsor celebrated 50 years of current affairs coverage. Launched this year was *Dispatches*, a weekly international affairs program hosted by veteran foreign correspondent, Rick MacInnes-Rae.

On French Radio's Première Chaîne, two popular programs became national broadcasts this year: *Indicatif présent*, hosted by Marie-France Bazzo, and *Pourquoi pas dimanche?*, hosted by Joël Le Bigot. French Radio also improved its news coverage by opening two regional bureaus in

Viewer Satisfaction with CBC TV and CBC Newsworld

Anglophones 18+ (%)



Among cable subscribers
 Total may not add up to 100 due to the exclusion of "don't knownot stated"

 Source QRS 1999 2000



Listener Satisfaction with Radio One and Radio Two Anglophones 18+ (%) Satisfied Dissatisfied Dissatisfied 1999 2000 1999 2000 Radio One Radio Two Total may not add up to 100 due to the exclusion of "don't know/not stated" Source: QRS 1999-2000

St. John's (Newfoundland) and New-Liskeard (Ontario). There was also new local programming in the Sherbrooke region and, in Calgary, for broadcast throughout Alberta, the Première Chaîne launched a weekend program entitled *Samedi l'dimanche*.

The Chaîne culturelle expanded its reach with new transmitters in Rouyn, Val-d'Or and Campbellton and, as of March 2001, the Chaîne culturelle is broadcast in Sudbury, as well.

RCI hired correspondents in Ottawa and Toronto, bringing the total of regional reporters to seven, and added Mandarin and Russian to its list of Cyberjournals in English, French and Spanish. Cyberjournals consist of news, sent free daily via e-mail to subscribers around the world.

The Big News Events of the Year

CBC/Radio-Canada covered the big news stories of the year. Newsworld and RDI provided live coverage unparalleled in this country, allowing Canadians to witness ceremonies surrounding the Return of the Unknown Soldier, the unveiling of the monument to the Famous Five, the funeral of Maurice Richard, Tall Ships 2000 from Halifax, and the Queen Mother's 100th birthday. In 2000-2001, RDI

broadcast nearly 1,000 specials — and Newsworld more than 1,200 — on social, economic and political happenings at home and abroad. Two important Canadian events are noted here.

The Federal Flection

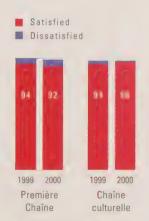
All of CBC/Radio-Canada's media lines worked together to provide Canadians with thorough coverage and analysis of the issues, candidates and parties in the federal election campaign in Autumn 2000. Local, regional and national staff demonstrated the best in national public broadcasting and the effectiveness of an integrated media Corporation. We are very proud of the professional and logistical accomplishments of our journalists and technicians in this challenge.

CBC/Radio-Canada's outstanding coverage of the federal election distinguished us from private broadcasters. On Election Night, Radio-Canada's coverage, hosted by Bernard Derome, garnered 35 per cent of the Francophone audience, and English Television's coverage, hosted by Peter Mansbridge, attracted the largest English-language audience — an average of 1.9 million viewers, peaking at 2.6 million.



Listener Satisfaction with the Première Chaîne and the Chaîne culturelle

Francophones 18+ (%)



Total may not add up to 100 due to the exclusion of "don't know/not stated"

Source QRS 1999 2000

The Passing of the Rt Hon Pierre Elliott Trudeau

CBC/Radio-Canada was the first to report the passing of the Rt. Hon. Pierre Elliott Trudeau. From September 28 to October 3 special programming and documentaries were presented entirely without commercials, even pre-empting some of CBC/Radio-Canada's own Olympic broadcasts.

CBC/Radio-Canada's journalistic leadership and credibility motivated 350,000 unique visitors to turn to our websites for this story. Prompted by great public appreciation of the coverage, CBC/Radio-Canada has compiled and released a commemorative video entitled *Pierre Elliott Trudeau*: 1919-2000 as part of this nation-binding moment in Canada's history. Proceeds from the sale of the video went to a charity of the family's choice.

Special Programming

CBC/Radio-Canada created numerous specials this year, some concerning unique happenings or anniversaries and others focusing on important topics.

We note a few.

In April 2000 Radio One's *As It Happens* marked the 25th anniversary of the fall of Saigon with *The Helpful Fixer: Canada and the Vietnam War. As It Happens* has a weekly reach of 900,000. In January 2001, Radio One's *This Morning*, with a weekly reach of 1.7 million, provided special coverage from Baghdad of the 10th anniversary of the start of the Gulf War.

Also in January, Radio One throughout Nunavut celebrated Inuktitut Language Week with daily Inuktitut lessons and discussions with elders and youth about the future of the language. Radio One also carried *Great Canadian Story Engine*, a partnership between Radio, New Media and the Canadian Film Centre, hosted by David Gutnick who traveled across Canada collecting Canadian stories (700 to date) for regional programs and *This Morning*. Radio One and Newsworld aired the celebrated *Massey Lectures*, this year delivered by Michael Ignatieff who spoke of *The Rights Revolution*. Newsworld also presented the *Lafontaine-Baldwin Symposium* with Alain Dubuc.

Among French Television's special programming this year was a 90-minute debate concerning the future of Quebec, during which moderator Jean-François Lépine heard the views of Alain Dubuc, Jean-François Lisée and Guy Laforest. In May 2000, there were also numerous special presentations commemorating the life of Maurice Richard.

Our English services this year introduced a series of special programs focusing on topical subjects Over one or more days on Radio, Television and New Media, *The Big Picture* examined issues such as reproductive technology, road safety, and the economy. On March 20, 2001, *Ready for Retirement?* presented stories on English Television's *The National, Marketplace*, and *Canada Now*, as well as on Radio One's *This Morning* and *Metro Morning* (in Toronto), and complementary coverage in *The Toronto Star*.

English Television staged and televised various National Townhall programs, including Canadian History: Turning Points, hosted by Peter Mansbridge with a studio audience and panel of experts.

A True Cross-cultural Program

Newsworld and RDI this year commissioned 23 new episodes of *Culture Shock/Culture-choc*, the only regular program on Canadian television seen simultaneously in English and French Canada. *Culture Shock/Culture-choc* follows the cross-country travels of young video journalists as they explore the different traditions and lifestyles of Canadians.

Science, Technology, Health

We live in an age highly influenced by advances in our knowledge of science, technology and health. Canadians deserve accurate and timely information in order to understand these disciplines and to make informed decisions about their lives. For this reason, CBC/Radio-Canada reports related discoveries in the daily news as well as in longer analytical features and programs.



Two of CBC/Radio-Canada's most renowned and long-running programs celebrated not only excellence but also longevity this year. *The Nature of Things with David Suzuki* marked its 40th anniversary on English Television, and Radio One's *Quirks and Quarks*, with a weekly reach of 500,000, celebrated its 25th anniversary in October 2000.

English Television's *The National* regularly featured in-depth scientific and medical stories presented by award-winning reporter, Eve Savory. This year Eve Savory discussed, among other topics, *Genome Day; Cost of Survival* (the effects of cancer-beating radiation and chemotherapy on children's growing organs); *Reproductive Technology*, and *A Whale for the Watching*.

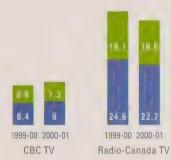
Newsworld provided *Health Matters* daily, to help viewers make sense of the complex and often contradictory health information now in our society. This year *Health Matters*, hosted by Norma Lee MacLeod, examined such topics as cerebral palsy treatment, Alzheimer's drugs, prostate cancer, and multiple sclerosis, and also relayed recent doctors' warnings concerning "light" cigarettes, laser surgery, and iron supplements for senior citizens, to name a few. *Health Matters*' website at *cbc.ca* contains reports from current and previous shows.

French Television aired the 13th consecutive season of *Découverte*, a weekly show about pure and applied science and technology and their impact on health and the environment. *Découverte* won two Prix Gémeaux 2000. French Television also presented a special, hosted by Bernard Derome, entitled *Votre santé… mais à quel prix !* looking at the Canadian health care system. RDI broadcast *Branché* concerning new information technology, and French Radio provided *La minute Internet* on Radio as well as on the Internet.

CBC/Radio-Canada Television, Audience Shares

(%)

- All Day (24 hours)
- Prime Time (7-11:00 p.m.)



September to March Source: Nielsen Media Research

Weekdays this year, the Première Chaîne and the Chaîne culturelle simultaneously broadcast two-minute science and technology bulletins entitled *Info-science*. In May 2000, *Les années-lumière*, on the Première Chaîne, broadcast the annual colloquium of the Association canadienne-française pour l'avancement des sciences at the University of Montreal

todradio.com premiered this season as a regular weekly program on Radio One. From Studio R3 in the CBC Broadcast Centre in Vancouver, todradio.com is an interactive live program with an emphasis on the implications of new technology. Listener-participants tune in via Radio One, Internet (todradio.com), and



Dynamic Arts, Performance and Entertainment Programming

An important aspect of CBC/Radio-Canada's mandate is to entertain Canadians through reflective, inspiring or amusing programs.

For nearly 65 years CBC/Radio-Canada has presented national and international music, drama, variety and comedy, contributing in a fundamental way to the nurturing and exposure of Canadian performers and the building of production teams to record and air their works.

CBC/Radio-Canada leads Canadian broadcasters in regularly exceeding the CRTC's Canadian content requirements. For example, in recent years, English Television has been "Canadianising" its schedule, such that this year we can boast of its 94 per cent Canadian content during peak evening hours from October to March 2001, even reaching 100 per cent some weeks. By contrast, the CRTC's minimum Canadian content requirement is 80 per cent in prime time.

English Radio's commitments to Canadian music are the highest in the Canadian radio industry, and French Radio's long-standing celebration of Francophone music is a mainstay of its audiences.

The Year in Review

French Television has had one of its most productive years, creating seven new Canadian series for the 2000-2001 season. French Television broadcast over 260 hours of original dramatic Canadian productions, and dramatic programs aired by French Television won 21 Prix Gémeaux 2000 in all categories. French Television also broadcast numerous Canadian films, including Le Violon rouge, C'tà ton tour, Laura Cadieux, Les Boys and Le Coeur au poing.

English Television continued to develop a thematic grouping of programs during prime-time on different nights, as part of its transformation to a more distinctly public Television network. For instance, on Monday and Friday nights a block of great Canadian humour was presented, capped off by

drama. Thursdays were reserved for *Opening Night*, a new, regular two-hour commercial-free showcase for arts performance, and Saturdays, traditionally, have been reserved for *Hockey Night in Canada*

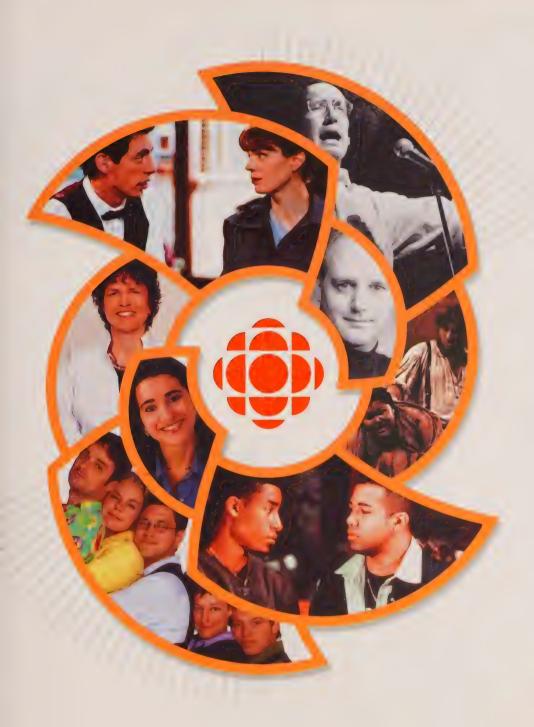
English Television was the presenter of eight of the 10 most popular Canadian entertainment series aired on English television during the 2000-2001 season. *Royal Canadian Air Farce* was the topranked program, with an average audience close to 1.2 million Canadians. *Talking to Americans* with Rick Mercer was by far the most popular Canadian entertainment special on English Television this season with 2.7 million viewers. It is no wonder that programs appearing on English Television this year won 32 Gemini Awards.

Outstanding Performing Arts Programming

French Television continued its tradition of presenting cultural performances each Sunday night on *Les Beaux Dimanches*. During Spring and Summer of 2000, this exceptional showcase for the performing arts featured concerts and madefor-television plays under the themes, *Rendez-vous au théâtre* and *L'Été de la musique*, broadcasting such programs as *Une maison*, *un jour* (1970) by Françoise Loranger, and *L'Échéance du vendredi* (1971) by Marcel Dubé.

Les Beaux Dimanches also presented music festivals from different parts of the country: the Festival international de jazz de Montréal, the Festival d'été international de Québec, L'Acadie en couleurs, and De Fête et de fierté: le 25° Festival franco-ontarien. Other productions shown were Les Femmes savantes, from Théâtre du Trident in Quebec City, Don Quichotte, from the Théâtre du Nouveau Monde in Montreal, as well as concerts by the Orchestre symphonique de Montréal, Bach's Christmas Oratorio and Handel's Messiah.







1 Lame Elliett nest at Madi, Omin All Directions Radio One: 2 Mar. An the Elliett is the Coccent at compagnie. Chaine kilder a femour Radio 8. Best illed to the Los Directions teatured an Opening Night English 4 Mark Marines is different factor. The English Texas Similar Night and Directions and National Macrosides of Madio Night and Madio Night and Madio Night and Madio Night and Ni

Top 10 Canadian Entertainment Series in English, 2000-2001

RANK	NETWORK	PROGRAM	AMA1(000)
1	CBC	RCAF	1192
2	CBC	This Hour Has 22 Minutes*	977
3	CBC	Red Green Show*	782
4	CBC	Da Vinci's Inquest'*	752
5	CTV	The Associates	705
6	CBC	Wind At My Back*	694
7	CBC	RCAF(r)	581
8	CBC	Made In Canada*	562
9	Global	Popstars	552
10	CBC	Halifax Comedy Fest	519

^{*} Program received CTF funding

Note: Prime time series only, weeks 6-32 Source: CBC Research (Nielsen Media Research)

In February, English Television introduced Opening Night, a commercial-free prime-time showcase for Canadian and international performing arts. Opening Night, which regularly presents two uninterrupted hours of the best in ballet, opera, jazz, modern dance and classical music, confirms English Television's strong commitment to the arts in Canada. Opening Night has already presented The Four Seasons (the North American première of the National Ballet of Canada's production), the acclaimed contemporary Canadian opera, Beatrice Chancey, a concert by Canadian tenor Ben Heppner with the National Arts Centre Orchestra; twenty years of jazz legends at the Montreal International Jazz Festival, narrated by Diana Krall; and Don Quixote: The Impossible Dream, a film directed, choreographed and danced by Rudolf Nureyev.

Specials

This year, English Television gave the spotlight to Gordon Lightfoot, The Guess Who, Bruce Cockburn, and Cathy Jones, and presented a tribute to veteran CBC actor, Al Waxman, following his unexpected death. Movies and mini-series included Heart: The Marilyn Bell Story, Scorn, Virtual Mom, and Revenge of the Land. French Radio's the Chaîne culturelle presented a documentary on John Nugent as part of the 10th anniversary of Silence... on jazz !, airing Saturday nights.

Numerous popular award shows were also presented this year. French Television broadcast the Prix Gémeaux, while English Television broadcast tree 15th Gemini Awards, the Genie Awards, the National Aboriginal Achievement Awards, the Governor General's Performing Arts Awards, the East Coast Music Awards, and the 30th Juno Awards (watched by 1.1 million viewers this year). Preceding the awards shows, English Television broadcast a special presentation of groups featured on the popular Music Works series which had been nominated for Juno awards. French Radio provided live coverage, from the Salon du livre de Paris, of the awarding of the Prix litteraire Anne Hebert, this price is co-spunsore for by the Centre culturel de Paris and CBC/Radio-Canada's French Radio.

Our popular online *iCulture/Info-culture* sites covered the Geminis/Gémeaux, Genies and Junos/ADISQ. Leading up to the live broadcasts, the sites featured reviews, profiles and interviews with actors, filmmakers, producers, musicians and artists. During the shows there were exclusive live interviews and audio-video clips of the action backstage.



Average audience in previous time slot = 718 (Da Vinci's Inquest)

Top 10 Canadian Drama and Entertainment Series in French, 2000-2001

RANK	NETWORK	PROGRAM	AMA1 (000)
1	D-4:- C4-	A -+ d:	1774
	Radio-Canada	4 et demi	1774
2	Radio-Canada	Mon meilleur ennemi	1471
3	Radio-Canada	Un gars, une fille*	1344
4	Radio-Canada	La Vie la vie*	1341
5	Radio-Canada	La petite vie – reprises	1191
6	Radio-Canada	La fureur	1124
7	Radio-Canada	Virginie	1089
8	Radio-Canada	Tag*	1067
9	Radio-Canada	Bouscotte	1001
10	Radio-Canada	Caserne 24*	845

^{*} Program received CTF funding

Drama

CBC/Radio-Canada has a long and distinguished tradition of presenting Canadian drama and this season's offerings were no exception. On English Television, *Da Vinci's Inquest*, an award-winning ratings hit, returned to its huge and loyal audience for a third season. *Drop the Beat*, the critically acclaimed hip-hop drama, ran its first full season, along with the innovative new multi-media program, *Our Hero*, and *Edgemont*, a weekly teen drama series from Vancouver.

French Television is always on the lookout for new talent: among the seven new drama series shown during the season (*Tag; Haute surveillance; Mon meilleur ennemi; La Vie la vie; Sous le signe du Lion II,* and *Fred-Dy*), several were by newcomers to television scriptwriting.

English Radio offered nearly 100 original Canadian radio dramas this year, and in May and June 2000, Radio One and Radio Two ran the Bank of Montreal Stratford Festival Series. The majority of dramas presented on French Radio's the Chaîne culturelle were created in different regions of Canada and broadcast on the program Alexis Martin présente.

New Media introduced chat sessions on *cbc.ca* and *radio-canada.ca* with a number of CBC/Radio-Canada actors and personalities this year, which proved to be very popular amongst our audiences.

Comedy

On Monday and Friday nights, English Television presented distinctive Canadian humour in regular programs such as *This Hour Has 22 Minutes, Royal Canadian Air Farce* (both in their eighth seasons), *Made in Canada, The Red Green Show* (both in their third seasons), and newcomer, *The Broad Side* (originally a very successful Radio One series).

French Television featured two new sitcoms which helped to renew the genre: La Vie la vie, about a group of thirty-something friends, and Le Monde de Charlotte, spotlighting an eight-year-old girl and her family. It also offered a new series, Infoman, which took a humorous look at news events.

Comedy is also very popular on Radio One. Madly Off in All Directions has for years provided a platform for Canadian comedians and musicians in different locales across the country, while Muckrakers is a new political satire about investigative Web reporters.



¹ Average of weeks 2 to 31 Source: CBC Research (Nielsen Media Research)

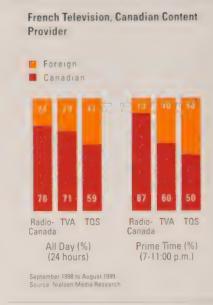
Culture and Variety

CBC/Radio-Canada regularly runs programs informing Canadians on activities, awards and personalities in the arts. Radio Two's *The Arts Report* has been heard weekdays since 1977, while locally focused *The Arts Update* is heard each day on Radio Two. Radio One also airs *The Arts Today*, hosted by veteran reporter Eleanor Wachtel. Newsworld provides *On the Arts*, and *Hot Type*, a program looking at contemporary books and authors.

In 2000-2001, French Television added a new cultural magazine, *MC* – a program concerned with culture in the broadest sense of the word and in all areas of artistic and cultural expression – to its existing programs describing cultural life in Canada. The other programs were: *Jamais sans mon livre; Expresso* (on Ontario's culture); and *Trajectoires* (replaced by *Brio* in January and covering Acadian culture). French Radio broadcast cultural programs such as *Info culture* and *Multimédi'art*, and also posted a cultural magazine on *radio-canada.ca/culture*.

CBC/Radio-Canada's electronic magazines, iCulture/Info-culture, contain a wealth of information on the arts in Canada and around the world. This year the English iCulture site provided special sites for both the Giller Prize and the Governor General's Performing Arts Awards. Following Pierre Elliott Trudeau's death, there was extended coverage in the Cultural Politics section with Canadian artists reflecting on the former Prime Minister's legacy.

Radio One continued its award-winning variety programs this year. *Richardson's Roundup*, weekday afternoons, increased its episodes and original material; its weekly reach was over 900,000. *Definitely Not the Opera* on Radio One Saturday afternoons reached about half a million people each week. *Vinyl Café* heard on both Radio One and Radio Two reached about 600,000 listeners. *Basic Black* on Radio One Saturday mornings had a reach of about 650,000. The latter two programs are often recorded live on locations across Canada to large and enthusiastic audiences.



On French Television, the variety program *L'Ecuyer* was considerably revamped. Daytime cultural programming was renewed with a new 90-minute service magazine show, *C'est simple comme bonjour!*, and *Liza*, back on the air in a new format allowing more room for discussion of social issues as well as audience participation.

English Television's *Life & Times* presented its 100th episode, a profile of astronaut Chris Hadfield. For the last six years, this popular program has delivered biographies of interesting Canadians.

Documentaries

The documentary is another form in which CBC/Radio-Canada has a long history of excellence.

English Television this year presented documentaries on such diverse subjects as, *Star-Spangled Canadians* (about Canadians who have moved to the United States); *Black October* (on the FLQ crisis); *Oedipus Unmasked* (about the Stratford Festival); and 10 seconds to Eternity.



True to its commitment, French Television premiered numerous Canadian documentaries in prime time. notably on the Docs en stock series and on Zone libre, the weekly current affairs program which occasionally shows original documentaries. Featured were documentaries such as Anticosti au temps des Menier; La fièvre du samedi matin; La technologie mangeuse de chair; Frenchkiss : la génération du rêve Trudeau; Barbeau, libre comme l'art, and, Grandir dans la rue, 12 ans plus tard. Regional stations also broadcast in their own viewing areas documentaries from regional independent producers, among them: Moi, Émile Petitot, missionnaire et explorateur arctique, and Voyage au nord du monde, seen on stations in the West; and Question de taille, broadcast by our Ottawa station.

Newsworld's investment in the independent film community increased this year with 26 compelling and provocative documentaries commissioned for *Rough Cuts* and *The Passionate Eye.* Newsworld and RDI also co-produced six documentaries hosted in both languages by award-winning Michaëlle Jean.

English Television, Canadian Content
Provider

Foreign
Canadian

Canadian

CBC CTV Global
All Day (%) (24 hours)

CBC CTV Global (7-11:00 p.m.)

September 1998 to August 1999

Global is Ontario Network Only Source Nielsen Media Research Newsworld continued to produce *Moral Divide*, a weekly window on spiritual, religious and ethical issues behind the news stories, in cooperation with Vision TV.

French Radio's the Chaîne culturelle presented documentaries on *Des idées plein la tête*, hosted by Bernard Derome, while *Entretiens et confidences* featured interviews with personalities such as Pierre Morency and Françoise Faucher.

Music

Music programming, especially that featuring Canadian performers and compositions, is a staple of CBC/Radio-Canada's offerings. English Radio offers at least 50 hours per week of original performance programming, heard on such continuing programs as Radio One's On Stage, Radio Two's Symphony Hall, Choral Concert and In Performance. Music and Company, Take Five, and Disc Drive, also on Radio Two, all reached almost 600,000 listeners each week this year. Music for a While had a reach of over 300,000 listeners each week, while the long-running Saturday Afternoon at the Opera reached over 200,000 listeners each week.

There were also new programs: I Hear Music, a weekend program launched in September 2000; and Northern Lights, a weekday classical music program broadcast out of Winnipeg on Radio One and Radio Two with an audience reach of over 300,000.

CBC Radio Two collaborated with the Chaîne culturelle in September 2000 to record and broadcast a series of four concerts held at the Canadian Centre for Architecture in Montreal. In November 2000, Radio Two celebrated *Mahler Week* with original performances and documentaries across a range of programs.



Farlier in May 2000 Radio Two - in partnership choirs performing live-to-air in six CBC/Radio-Canada centres across Canada. In late March 2001. CBC/Radio-Canada's French Radio and English Radio in collaboration with Jeunesses musicales du Canada and the Canada Council, ran the 14th CBC/Radio-Canada National Competition for Young Composers. An international jury awarded \$43,000 to composers in three categories. The Breaking the Sound Barrier concerts will be broadcast on Radio Two's Two New Hours and In Performance, as well as on the Chaîne culturelle. CBC Radio also organises the Canadian Literary Awards and in partnership with French Radio, the National Competition for Young Performers. Through such competitions, CBC/Radio-Canada discovers, encourages and promotes Canadian talent.

English Television broadcast two series of *Music Works*, a program featuring some of Canada's hottest bands and performers as well as talent new to the music scene. The program, which showcases bands in front of a live audience, is part of the network's strategy to encourage young musicians from across the country.

The Première Chaîne is regularly associated with at least 20 festivals across the country, including *Chant'ouest, Ontario pop,* festivals in Granby and Petite-Vallée, the *Festival de la chanson de Caraquet*, the *Francopholies* of Montreal and the *Francouvertes*. This year, the Chaîne culturelle presented *Concert et compagnie* from Rimouski

and the Festival international du cinéma en Acadie from Moncton. As well, the network released the CD of the Orchestre symphonique de Trois-Rivières playing the music for Cirque Éloize's Cirque Orchestra.

The Première Chaîne this year added three new offerings: C'est du Jolis, a national program of Francophone song; Les techno mutants, live from Moncton, featuring new sounds; and a new website for Les refrains d'abord. Continuing programs on French Radio included: Concert aux beaux-arts, Concert et compagnie, Escale jazz, L'opéra du samedi, L'opéra du Métropolitan, and Radioconcerts. From Quebec City and Winnipeg, Francophone song was broadcast on the Première Chaîne's weekly Sur un air d'aller.

New websites were developed to support Radio Two activities this year: Music and Company, Take Five, I Hear Music, Mahler Week, Landmines Concert, the CBC/Radio-Canada National Competition for Young Composers, and CBC Records/Les disgues SRC.

English Television, Viewing to Canadian Programming



September 1998 to August 1999
Global is Ontario Network Only
Source Nielsen Media Research

Galaxie

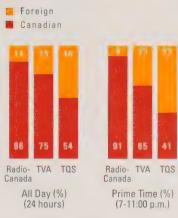
Another important source of music is found on Galaxie, CBC/Radio-Canada's continuous music network. After only three-and-a-half years of operation, Galaxie is by all measure a success story. It already has 1.8 million subscribers and its list is still growing. Run as a commercial venture, Galaxie has a double mission: to generate revenue for the public broadcaster and to provide an extension to the cultural mandate of CBC/Radio-Canada by presenting quality programming to the public and contributing to the development of Canadian talent.

By hiring the best programmers available from across the country, Galaxie has been able to offer consistently high-quality music programming, in 30 different genres, through satellite, cable and microwave digital distribution systems. For two years in a row, Galaxie has registered satisfaction indexes of 95 per cent amongst its listeners across Canada.

Galaxie is more than a commercial venture, however, because it provides an important and growing platform for Canadian artists, well beyond what is offered by commercial radio, confirming the importance of CBC/Radio-Canada in the promotion of Canadian talent.

Proud to spotlight homegrown musicians and performers on the vast selection of non-stop music channels it offers Canadian listeners, Galaxie has developed a new approach to the CRTC condition of licence to foster music in Canada through its creation of the Rising Stars Program. This program, which is developed and managed in collaboration with several partners nationwide, consists of two

French Television, Viewing to Canadian Programming



September 1998 to August 1999

main features: cash grants, which are awarded to rising stars and managed by Galaxie's various Star Partners; and, promotions or sponsorships, which encourage organisations or Star Partners to develop new platforms for up-and-coming artists.

Since its launch in 1997, Galaxie has dedicated over \$600,000 to the development of Canadian talent. Amounts available to the Galaxie Rising Stars Program keep growing each year, with Galaxie dedicating 4 per cent of its annual gross revenue to this end.



Improved Services for Children and Youth

CBC/Radio-Canada is proud of its long tradition of excellence in children's programming.

We value children's learning and entertainment needs, and understand the importance of providing a Canadian perspective on the world while nurturing future audiences for high-quality Canadian public broadcasting.

English Television added 750 hours of additional programming for young people this year, an increase of nearly one-third over last year. This expanded block of innovative and commercial-free programming for young viewers and their parents is an important part of the English Television transformation plan. Thirteen new series (including Edgemont, Daring and Grace: Teen Detectives, and Back to Sherwood) were launched this season, bringing the total number of hours of programming for children and youth on English Television to 40.5 hours over seven days each week. Here are some highlights of the new schedule.

Get Set for Life (8:30 a.m. to noon weekdays), for preschoolers and their parents, provides educational commercial-free programming focusing on the social, intellectual and emotional development of children aged 2-5. Get Set for Life has attracted significant new audiences, increasing the nation-wide share in the 2-11-year-old demographic to 24 per cent, an almost 50 per cent increase over last year. English Television has the largest children's audience in Canada during this time.

CBC4Kids (7:00-8:30 a.m. and 4:00-5:00 p.m. week-days; 7:30-9:00 a.m., Sundays), a cooperative effort between English Radio and Television, presents entertaining, challenging, provocative programs for children aged 6-11. CBC4Kids will offer such new shows as Scholastic's Horrible Histories, Zoboomafoo, CBCNews. Real, a five-minute newscast for children, and The Magic School Bus. CBC4Kids and Get Set for Life are complemented by the award-winning website, www.cbc4kids.ca.

The cbc4kids website provides original Canadian content, including exclusive interviews with Canadian authors, musicians and athletes, as well as a safe place on the Internet to chat and publish stories, essays, poems and jokes. Traffic to the site increased tremendously this year: monthly page views tripled from January 2000 to January 2001, and membership in the Kids Club increased by one-third between September and December 2000 CBC4Kids provided extensive coverage of the Harry Potter mania, including Hot Type's interview with J.K. Rowling – the only interview the author granted on her Canadian tour. The grand finale was a live webcast of the author's news conference with reporters young and old.

In February 2001, the *cbc4kids* website launched *Behind the Bands*, a new monthly feature profiling Canadian pop groups; and English Television's award-winning weekly program, *Street Cents*, the only consumer show for young people in North America, hosted an online entrepreneurial chat with three business advisors.

French Television improved its service to young people this year, as well. In 2000-2001, there was an average of 20 hours per week of programming for children and youth. Of these 20 hours, 14 were Canadian productions.

Launched this year, *Au m@x*, for 9-12-year-olds, portrays young people in the 10-20 age range who exemplify perseverance, self-confidence and commitment. *Science point com*, a dramatic series produced in Ottawa for 9-12-year-olds, explores aerospace, robotics, electronics, information technology, and palaeontology.

Weekday mornings, children's programming is framed in a new block of animation, *La Dimension jeunesse*, which suggests to children a magical and spectacular entry into a virtual universe.







1. A yson Court and Michael Clarke of *Get Set for title*. Engish Telexision 3. *Fa6*, French Telexision 3. *Fa6*, French Telexis on 4. *CBC4k* as Engish Telexis on 5. Ken Limp Clark of a stake strains Barness, noists of *CBC verto*. Base Engish Telexis on the Arman Basen Kim O. Engish Connection of Street Cents, Engish Telexision 7. Killiston Kim Alanda 2. The Zambor in Edgemont English Telexis on 8. Elyse Marquis host in 2340 French Telexison 3. Franch French Telexison 3. Franch Telexison 10. The Large in this significant Telexison 11. Arthur English Telexison 12. Steepe Diamond in List of Alignoid French Telexison 12. Steepe Diamond in List of Alignoid French Telexison 11. Arthur English Telexison 12. Steepe Diamond in List of Alignoid French Telexison 12.

Clan Destin, for 10-13-year-olds, produced and broadcast in the four French Television stations in Western Canada, began its fifth season in January 2001, and the popular youth "téléroman" Watatatow, not only celebrated its 10th season but also won the Prix Gémeaux for best youth series, all categories.

Daily news programs for 9-12-year-olds are available on RDI (RDI Junior — new this year), French Radio (275-ados) and CBC4Kids (CBC News.Real). A longer version of CBC News.Real, for teachers and students, is part of the Cable-in-the-Classroom Program. Interested teachers can now receive the Guide d'exploration de la zone Jeunesse de Radio-Canada.ca pour profs in order to help their students navigate valuable offerings. For foreign students RCI this year presented pilots, in Russian and Chinese, of English lessons for children.

Reach of CBC/Radio-Canada Websites Current Internet Users 18+ who have Accessed a CBC/Radio-Canada Website*

(000's)



In 1998, respondents were asked if they "ever" accessed a CBC:Radio-Canada website; in 1999, they were asked if they accessed one "in the past year", in 2000, they were asked if they accessed one "in the past 3 months"

Source ORS 1998-2000

From April 1, 2000 to March 31, 2001, there was an average of 500,000 frequent visitors and eight million page views each month to Radio-Canada's website for children. This year again, there were new features added to this site. Throughout the Television season, a very successful chat session, with up to 250 simultaneous participants, was held with popular stars. In addition, a virtual card mailing centre was developed for youngsters; more that 62 000 cards were sent over a six-month period

One of Radio-Canada's most popular youth websites is *Fd6* (Filière des 6), which has 155,000 subscribers. Youth subscribers choose a best buddy from amongst six virtual characters with distinct personalities and interests.

Following the popular success of *275-allô*, French Radio this year launched *Ados-radio*. In Autumn 2000, this program ran a contest entitled, *Fou, fou, fou de mon prof*. Students sent in an unprecedented 10,000 texts for this contest, which was organised with the Fédération des syndicats de l'enseignement and the Fédération des commissions scolaires du Québec.

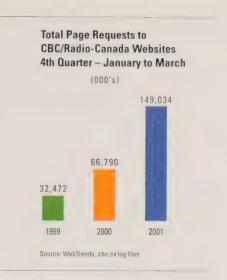
Radio One moved its program, *Out Front*, to a regular weekday morning prime-time slot. *Out Front* invites young freelancers and newcomers to tell their stories on Radio. In April 2000, *Out Front* featured winners to its *Audio Art 2000* competition for Canadians under 25, and in June 2000, *Out Front* presented *Reality Check*, based on programming by Canadians aged 13-18. Over 600 youth responded to the *Reality Check* contest. *Out Front* also broadcast the *Festival of Comedy* from Edmonton, Whitehorse, Regina and St. John's in March 2001.

This year, English Radio launched three new websites as part of the Radio Three youth initiative. *120seconds.com*, for 15-24-year olds, features youth-inspired New Media storytelling.



justconcerts.com (studio sessions and concerts recorded especially for CBC Radio and Radio3) and newmusiccanada.com (recordings produced by young indie bands) celebrate music composed and performed by young Canadians. These sites have received very favourable critical review and will be expanded and marketed to attract more young Canadians to Canadian public radio programming delivered conventionally and via New Media.

French Radio launched bandeapart.fm (for 13-21-year-olds) on the Internet and Galaxie, as a place for emerging talent and new musical styles. This is an exciting multi-platform initiative involving Radio, the Internet, print (a chronicle printed in *La Presse*) and, in the future, Television. Since its January 2001 launch, bandeapart.fm has garnered great acclaim, and is a good example of a partnership that allows CBC/Radio-Canada to better reach youth.





Rebalancing Amateur and Professional Sports

CBC/Radio-Canada has a long tradition of presenting Canadians with broadcasts of the best in national and international sport, CBC/ Badio-Canada has broadcast seminal moments in our own athletes' careers, which have become part of defining the Canadian spirit to ourselves and to others.

This year again, CBC/Radio-Canada delivered on its promise to emphasise the coverage of amateur sports in Canada on all its media platforms. As one of the goals of English Television transformation and a commitment to the CRTC, English Television has increased its considerable coverage of amateur sports by 50 per cent over the past two years, increased the number of sports covered, and increased its commitment to sports journalism and documentaries. Likewise. this year, as part of their commitment to amateur sport, French Television and New Media have launched a website presenting news, interviews and biographical information about Canadian amateur athletes.

Olympics

From September 15th to October 1, 2000, CBC/Radio-Canada was the Sydney Olympics presenter in Canada. Despite the 15-hour time difference between Australia and Canada, CBC/Radio-Canada chose to provide live coverage of the Games. This decision won widespread praise from the press and public, at home and abroad. particularly since audiences in the United States received only taped and delayed coverage.

Our coverage involved unprecedented cooperation amongst CBC/Radio-Canada's English and French Television, Newsworld and RDI, English and French Radio, English and French New Media, and our specialty channel partners, TSN and RDS. By the end of the Games, this had resulted in 1320 hours of Olympic programming. More than 85 per cent of all Canadians had watched at least some of English Television's coverage, and 95 per cent of Canadians had tuned in to CBC/Radio-Canada's coverage across the various media platforms. English Television followed its Olympic coverage with in-depth attention to the Sydney Paralympics (November 11-26) for disabled athletes.

During the Olympic Games, French Television and New Media partnered with Bell to create the very successful website, AllôSydney, which received 2.6 million page views, as well as a Paralympic section which received an unprecedented number of viewers. English Television also partnered with Bell on the HelloSydney website.

The excellence of CBC/Radio-Canada's coverage of the Sydney Olympics was made possible, in large measure, by the use of new signal technologies on the Sydney to that high-quality, reliable circuits - at substantially lower cost - were available.

Hockey Day in Canada

English Television's emphasis on amateur sports and its long association with hockey came together in the second annual Hockey Day in Canada, a program that seemed to touch a chord with Canadian families and communities. Broadcast on February 24, 2001 and anchored from the Bower Ponds in Red Deer, Alberta, Hockey Day in Canada: Celebrating the Game took viewers to 11 different locations around the country to highlight hockey's prominent place in Canadian communities. The Day was rounded off with three games featuring the six Canadian NHL teams.

Grey Cup

In November 2000, 3.2 million Canadians watched English Television for the 49th consecutive Grey Cup Championship Game - this year live from Calgary - the most popular Canadian sports event on the network. A special website at cbc.ca offered fans information about the players, as well as history, photographs and features in the weeks leading up to the game. The game itself was webcast on the site.

Other Sports

Radio-Canada's regional New Media team assisted the zone Sports in covering, on radio-canada.ca, the Jeux du Québec held in Rimouski. In July 2000, English Television celebrated the Calgary Stampede with Prime Time Showdown featuring the world's top four cowboys competing in six events. CBC Sports, the original broadcaster of Blue Jays' games, broadcast 40 games this season. Very large audiences were again drawn to English Television's coverage of the finals of curling's Brier and the Scott Tournament of Hearts. CBC Sports Saturday anticipated its own coverage of the 2002 Winter Olympics by showcasing freestyle and alpine skiing, snowboarding, bobsleigh, and speed skating championships from around the world during January and February 2001. Other important sports specials covered riding, golf and downhill skiing









1. Robin Brown, host of *Inside Track*, English Radio; 2. Joanne Smith, analyst, *Sydney Paralympic Games*, Newsworld; 3. Brian Williams and John Cerutti, hosts of the Blue Jays Baseball games English Television; 4. François Faucher, Jean Page, Marie-José Turcotte and Pierre Dufault, *Sydney* 2000, French Television; 5. Joan McCuster, curling analyst, English Television; 6. Ron MacLean and Don Cherry, hosts of *Hockey Night in Canada*, English Television

National and International Awards

Once again this year, CBC/Radio-Canada programs and people were honoured at home and abroad with hundreds of awards. Among them were the following

English Television won 32 Gemini Awards from the Academy of Canadian Cinema and Television, including three for the comedy series, *This Hour Has 22 Minutes*, and four for *the fifth estate*, an investigative journalism program

The prestigious New York Festivals gave some 20 prizes to English Television, emphasising the quality of such current affairs programs as *Venture*, *Marketplace* and *the fifth estate*

in Nancy, France; and the prize for best report (10-25 minutes) from the Canadian Science Writers' Association, for "La musique et le cerveau." The report, "Vétérinaire Hi-tech," aired on *La Semaine verte*, won the Agrofilm Prize and the prize given by the Director of the Research Institute of Animal Production, at the Nitra International Agricultural Film Festival in the Slovak Benublic

The report, "Un hommage à la liberté et à la démocratie," by Azeb Wolde-Ghiorgis, ranked second in the Prix Bayeux for war correspondents. Another journalist, Michaëlle Jean, was awarded the Prix Raymond-Charette by the Conseil de la langue française for





CBC dramatic programming dominated the Writers' Guild of Canada Top Ten Awards for Excellence in screenwriting with wins for *Da Vinci's Inquest, Made in Canada, Our Hero,* and *Scom.*

The Canadian Nurses Association awarded two prizes to English Television programs, namely *The National* and *Life & Times*, for their outstanding stories on health care

French Television garnered 21 Prix Gémeaux, including six for the drama series, *Chartrand et Simonne*, and four for the series, *Un gars, une fille*, in addition to 25 Métrostars, three of which were for the series, *4 et demi*

The popularised science program, *Découverte*, won three awards from the Canadian Nurses Association; the people's prize at the Festival du film de chercheur,

her work on *Grands Reportages* and *RDI à l'écoute*. Ms. Jean also won a Galaxi Award from the Canadian Cable Television Association, in the best screen performance category.

Zone libre won two of the three prizes awarded to French Television by the New York Festivals, for its reports on "Le suicide assisté" and "Tragédie en mer/Mayday."

English Radio garnered some 60 national and international awards. Among the most significant were two Gabriel Awards, seven New York Festivals awards and the Deutsche Welle Music Award. Five prizes from the Canadian Nurses Association were awarded to Radio One, including three for outstanding health care coverage. The "Quiz Master" segment of Saturday Afternoon at the Opera, aired on Radio Two, won the Opera Educator Award

Radio One earned a Prix Italia in the best cultural radio documentary category, for "The Change in Farming." In addition, it won 15 awards from the Radio Television News Directors Association. The host of *Basic Black*, Arthur Black, was awarded the Stephen Leacock Medal for Humour for his book, *Black Tie and Tales*

In December, the Chaîne culturelle received the special Paul-Gilson award from the Communauté des radios publiques de langue française (CRPLF) for its participation in the 52-part series, *Musiques d'un siècle*. The Chaîne culturelle also distinguished itself in New York with the recording, *Fête galante* (Riche Lieu label), which won the Chamber Music America/WQXR Award.

CBC/Radio-Canada websites earned numerous awards over the year. *cbc.ca* won two awards of excellence in the WebAward Web Site competition, namely the Standard of Excellence, and the Outstanding Web Site. The English Radio Webmaster earned a MICAM Award for his outstanding role in bringing the *cbc.ca* website online and for his ongoing efforts to develop the complex technical infrastructure needed to keep the site first-rate

The youth site, 120seconds.com, won numerous awards, including the Internet Tonite, in the TechTV Network Feature category, and a Bandies prize for best visual interface.

The Youth section of *radio-canada.ca* also won prizes, including a Boomerangs for its "Site Internet, version électronique d'un média traditionnel," and a Web d'or





At the 3rd grand gala MIMI 2001, *Bande à part* won the prize for best radio program. A gold disc from the Canadian Recording Industry Association was awarded to the Première Chaîne for its contribution to the success of *Dix mille matins*, recorded by Daniel Boucher.

French Radio won the Boomerangs Grand Prize in the interactive terminal category for its project, "Soyez radio actif," which enables visitors to Montreal's Interactive Science Centre to experiment with the various aspects of producing a radio show. The Molson Grand Prize for recreation journalism was given to Macadam Tribus, for its story, "Perdre la boule pour la pétanque."

from the Marché international du multimédia (MIM) in the "jeu, jeunesse" category for La Ville de Calembourg. A Boomerangs was also awarded to the *AllôSydney* site in the sports category. *bandeapart.fm* was named website of the month in the March 2001 edition of *Guide Internet*. Again in March, the Office de la langue française gave a special mention to Radio-Canada for its news website in the annual ceremony for "Mérites de la langue française" in the IT category.

Winter Poems: Music of Glenn Buhr, produced by CBC Records/Les disques SRC, won the Prairie Music Award for Outstanding Classical Recording of the Year.

The IT team won the Grand prix des OCTAS in the "Innovation technologique, 201 employés et plus" category from the Fédération de l'informatique du Québec for its broadcast management system



1. Mary Walsh, Greg Thomey, Cathy Jones and Rick Mercer of *This Hour Has 22 Minutes*, English Television; 2. Jacques Bertrand, host of *Macadam Tribus*, Première Chaîne (French Radio); 3. Youth website 120seconds.com; 4. Anna Maria Tremonti, the *fifth estate*, English Television; 5. Arthur Black, host of *Basic Black*, Radio One; 6. *Fd6*, French Television; 7. Michaëlle Jean, host of *Grands Reportages* and *RDI à l'écoute*, Réseau de l'information, and *Rough Cuts* and *The Passionate Eye*. Newswordt; 8. Geneviève Rioux and Luc Picard, *Chartrand et Simonne*, French Television

Greater Efficiencies

A key priority of CBC/Radio-Canada is to demonstrate the improvements made to the management of the Corporation. We present here a few highlights of recent changes aimed at achieving greater efficiencies in our organisation.

Re-engineering Task Force

CBC/Radio-Canada's Re-engineering Task Force was created in December 1999 for the purpose of conducting an extensive examination of the business and programming practices at the Corporation. Looking first at English Television, Transmission and Distribution Assets, Property Management, and Sports, the Task Force is finding ways to use CBC/Radio-Canada's limited resources as efficiently as possible in order to focus on our core competencies and content — distinctive, high-quality Canadian programming.

The motivating spirit which led to the creation of the Task Force has now become a philosophy throughout the Corporation, where efficiencies and improvements are pursued as a matter of course.

Program Distribution Improvements

This year CBC/Radio-Canada launched digital radio services in Vancouver, following previous launches in Windsor, Montreal and Toronto. Digital services now reach a potential audience of well over ten million people. The potential to deliver high-speed data using digital radio transmission has created the opportunity for cross-industry ventures and new strategic alliances.

Corporate Engineering implemented the National Satellite DVC Project which compressed and revamped the entire English Television satellite network internal distribution. This resulted in both savings and cost avoidance of over \$4.0 million annually related to reduced requirements for satellite transponders and associated transmission facilities.

Risk Management

While an established process for risk management and control had been in existence at CBC/Radio-Canada, changes within the annual planning cycle have been introduced this year to improve the identification, evaluation and development of action plans to address key risks. The annual planning cycle commences in the spring with a management strategic review. Business strategies are presented to the Board of Directors in the Autumn, and business plans are presented to the Board of Directors for approval in March. Risk management is an integral part in each of these steps.

Labour Relations

During 2000-2001, CBC/Radio-Canada applied to the Canada Industrial Relations Board for a consolidation of the four industrial bargaining units in the French networks and of the three industrial bargaining units in the English networks in order to enable the networks to produce programming differently and improve the labour relations instability inherent in the current structure.



Employment Equity

CBC/Radio-Canada's Help Fund was renewed and supported 30 projects to enable designated group members to receive on-the-job developmental assignments and internships in production, technical and journalistic roles. The Help Fund and English Radio renewed their partnership to attract new and diverse talents under the program, *New Voices*. The French Services internship program was maintained and worked with the Help Fund to optimise resources.

Official Languages

CBC/Radio-Canada maintained its commitment to the development and enhancement of linguistic minority communities through its programming and through continuing and active participation in various official languages fora.





Public Accountability

Accountability Mechanisms

As in the past, CBC/Radio-Canada continued to report to Canadians on the fulfilment of its commitments. It accounted for its activities to the Minister of Canadian Heritage and Parliament through its Annual Report, Corporate Plan and the Auditor General's Special Examination Report (which was also released to the public by CBC/Radio-Canada); to the Canadian Radio-television and Telecommunications Commission (CRTC) through broadcast year-end reports and annual financial returns; and to stakeholders through townhall meetings and CBC/Radio-Canada websites.

The Ombudsman

The Office of the Ombudsman provides viewers and listeners with an opportunity to have investigated serious, unresolved complaints pertaining to CBC/Radio-Canada journalism. An impartial and independent body, of the Office of the Ombudsman investigates the complaint and provides a written report which helps to ensure the excellence of the Corporation's news and information programs.

The Office has two Ombudsmen, one for Englishlanguage Services and the other for Frenchlanguage Services. Both Ombudsmen report directly to the President and are completely independent from the Corporation's media management.

In 2000-2001, the Office of the Ombudsman (English and French Services combined) handled a total of 1,377 complaints, expressions of concern and other communications. There were 1,135 concerning English programming and 242 concerning French programming. On the English side, 591 communications fell within the mandate of the Ombudsman (information programming), while there were 176 on the French side. Communications not relating directly to CBC/Radio-Canada journalistic programming were acknowledged and forwarded to the programming departments concerned.

The English Services Ombudsman organised five Independent Advice Panels to assess CBC's compliance with its own journalistic policies. Four panels monitored coverage of the federal election campaign on *The National* on English Television, *The World*

at Six and The House on Radio One, Politics on CBC Newsworld, and the CBC/Radio-Canada website, cbc.ca. A fifth panel monitored Canada Now during the Alberta election campaign.

While there were some critical comments, most panel members had no fundamental quarrel with the accuracy, fairness and integrity of the programming. Panel reports were shared with the relevant programmers, senior management and the Board of Directors.

For his part, the French Services Ombudsman created five Independent Advice Panels to assess the Corporation's compliance with its own journalistic policies. Three committees examined the following television programs: Le Téléjournal/Le Point and Élections 2000: Le Journal (French Television), and Décision 2000 (RDI). Another committee looked at the radio programs, L'entrevue, and the morning Radiojournal. Finally, for the first time, an Independent Advice Panel was set up to review Radio-Canada's website, Nouvelles.

Overall, coverage of the federal election campaign by the various CBC/Radio-Canada French media was deemed to be satisfactory. The fundamental principles of CBC/Radio-Canada journalistic policy, namely accuracy, fairness and integrity, were observed.

The Independent Advice Panels' reports were submitted to the programming heads, senior management and the Board of Directors.

Where to Write

The Ombudsman, English Services Canadian Broadcasting Corporation PO Box 500, Station A Toronto, Ontario M5W 1E6 ombudsman@toronto.cbc.ca

Bureau de l'ombudsman, Services français Société Radio-Canada C.P. 6000 Montréal, Québec H3C 3A8 ombudsrc@montreal.radio-canada.ca



Board of Directors 2000-2001

Guylaine Saucier, C.M., F.C.A.

Chair (until December 2000)

Robert Rabinovitch

President and CEO
Acting Chair of the Board of Directors (since December 2000)
Ottawa, Ontario

John Kim Bell, O.C.

Founder and President National Aboriginal Achievement Foundation Toronto, Ontario

John A. Campion

(until January 2001) Partner/Barrister Fasken Martineau DuMoulin Barristers and Solicitors Toronto, Ontario

Dr. Val H. Conway

Ophthalmologist St. John's, Newfoundland

Michelle Courchesne

Executive Vice-President

Communication and Human Resources

Cognicase

Montreal, Quebec

Roy L. Heenan, O.C.

Chairman and Senior Partner Heenan Blaikie Barristers and Solicitors Montreal, Quebec

Jane Heffelfinger

Actress and Broadcaster Monday Publishing Victoria, British Columbia

Clarence LeBreton

Assistant Deputy Minister
Training and Employment Development
Government of New Brunswick
Caraquet, New Brunswick

L. Richard O'Hagan

Toronto, Ontario

James S. Palmer, C.M., Q.C.

Lawyer and Chairman Burnet, Duckworth & Palmer Barristers and Solicitors Calgary, Alberta

W. Thomas R. Wilson

President and CEO Oceanic Adventures International Toronto, Ontario



Financial Overview

The Corporation continues on its path of transformation and this year has seen more and more Canadians turn to CBC/Radio-Canada for high-quality, distinctive Canadian programs. High graph have included the coverage of the Sydney Olympics, the Canada A People's History. Le Canada Une histoire populaire series, and the homage to Pierre Elliott Tradeau. This transformation has required the continued implementation of our long-term plan to make the Corporation more efficient and to lirect more of its resources to programming. A further 400 permanent positions were eliminated as new technologies and revised processes were implemented.

Fiscal Year Results

On a Government funding basis – the basis on which CBC/Radio-Canada's performance is measured – the Corporation's current year surplus is \$2.4 million, \$26.7 million when one includes the surplus carried over from the previous year.

However, the financial statements show the Corporation ending the year with net results of \$147.9 – a result of two additional factors:

- the Corporation is required to follow the Canadian Institute of Chartered Accountants (CICA) Standards in the preparation of its financial statements, and as such, certain items (such as amortisation) are included which do not provide or require current operating funds. In addition to such items included in prior years' statements, CICA Section 3461 now requires that the Corporation also recognise an asset/obligation related to certain employee future benefits. The net impact of this is an additional expense reduction of \$54.8 million (Note 11a) in the current year, which accounts for a significant portion of the decrease over last year.
- the Corporation has recognised Non-operating Revenue of \$68.1 million gain on the sale of the Corporation's investment in its joint ventures to operate Trio and Newsworld International in the United States.

Note 4b to these financial statements provides more detail on these items.

Revenue

The increase in advertising income was due chiefly to the coverage of the Sydney Olympics, and offsets declines in revenues as a result of the continued fragmentation and competition in the market, as well as the Corporation's decision to decommercialise an increased portion of its English Television schedule

Specialty services' income increased as a result of growth in the number of subscribers and an increase in basic rates.

The increase in prior year miscellaneous revenues results from CBC/Radio-Canada's host broadcasting activities at the 1999 *PanAm Games*.

Expenses

Operating expenses decreased by \$11.9 million in 2000-2001. This masks a series of decisions, however, which have had offsetting effects on the Corporation's expenditures.

- In April 2000, CBC/Radio-Canada began to apply CICA section 3461 Employee Future Benefits.
 The implementation of this new section results in a change in the valuation methods for the employee future benefits and results in a net surplus of \$54.8 million being recorded in the fiscal results of the Corporation.
- The Corporation broadcast the Sydney Olympics to wide critical and audience acclaim. This extraordinary cost increase is included in the cost of our Television and Radio services.
- The Corporation is concerned with the harmful effect on employees working long periods without any
 rest and has now made it mandatory for employees to use current annual leave and to reduce the
 amount of unused accumulated leave. This change in policy has seen the Corporation's annual leave
 liability reduced by some \$6.4 million.

Government Funding

In 2000-2001, the Government again granted salary increases to its staff and also funding for minor cost increases, and CBC/Radio-Canada was provided with this funding in line with other Government departments and agencies.

Capital funding, totalling \$109 million this year, was used in part to fund projects linked to the conversion of equipment to digital technology and consolidation of the French Television and Réseau de l'information newsrooms.

Balance Sheet Items

The increase in cash and short-term investments is due mainly to the proceeds from the sale of the investment in a joint business venture. This increase is offset by a decrease in program inventory further to the broadcast of programs such as *Canada: A People's History / Le Canada: Une histoire populaire.*

The reduction in Employee-related Liabilities is mainly the result of the implementation of CICA section 3461, the reduction of annual leave liability, and the reduction in the accrual for downsizing costs related to the transformation as most affected employees have now separated from the Corporation.

Management's Responsibility for the Financial Statements

The financial statements and all other information presented in the armual report are the respons to the financial statements and have been reviewed and approved by the Board of Directors of the Corporation. These financial statements, which include amounts based on managements best est mates as determined through experience and judgement, have been properly prepared within reasonable limits of materiality and are in accordance with Canadian generally accepted accounting principles.

Management of the Corporation maintains books of account, records, financial and management control and information systems, which are designed for the provision of reliable and accurate financial information on a timely basis. These controls provide reasonable assurance that assets are safeguarded, that resources are managed economically and efficiently in the attainment of corporate objectives, that operations are carried out effectively and that transactions are in accordance with the *Broadcasting Act* and the by-laws of the Corporation.

The Corporation's Internal Auditor has the responsibility for assessing the Corporation's systems, procedures and practices. The Auditor General of Canada conducts an independent audit of the annual financia statements and reports on his audit to the Canadian Broadcasting Corporation and the Minister of Canadian Heritage.

The Board of Directors' Audit Committee, which consists of four members, none of whom is an officer of the Corporation, reviews and advises the Board on the financial statements and the Auditor General's report thereto. The Audit Committee oversees the activities of Internal Audit and meets with management, the Internal Auditor and the Auditor General on a regular basis to discuss the financial reporting process as well as auditing, accounting and reporting issues.

Ottawa, Canada June 18, 2001

President and CEO

hel plu

Acting Chief Financial Officer

Auditor's Report

To the Board of Directors of the Canadian Broadcasting Corporation and the Minister of Canadian Heritage

I have audited the balance sheet of the Canadian Broadcasting Corporation as at March 31, 2001 and the statements of operations and proprietor's equity and cash flow for the year then ended. These financial statements are the responsibility of the Corporation's management. My responsibility is to express an opinion on these financial statements based on my audit.

I conducted my audit in accordance with Canadian generally accepted auditing standards. Those standards require that I plan and perform an audit to obtain reasonable assurance whether the financial statements are free of material misstatements. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation.

In my opinion, these financial statements present fairly, in all material respects, the financial position of the Corporation as at March 31, 2001 and the results of its operations and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles. As required by the *Broadcasting Act*, I report that, in my opinion, these principles have been applied, except for the change in the method of accounting for employee future benefits as explained in Note 3 to the financial statements, on a basis consistent with that of the preceding year.

Further, in my opinion, the transactions of the Corporation that have come to my notice during my audit of the financial statements have, in all significant respects, been in accordance with Part III of the *Broadcasting Act* and the by-laws of the Corporation.

Sheila Fraser

Sheila Fraser, FCA Auditor General of Canada

Ottawa, Canada June 5, 2001

Statement of Operations and Proprietor's Equity

For the year ended March 31

	2001	2000
	(thousands	of dollars)
REVENUES		
Advertising and program sales	349.183	379 175
Specialty services (Note 6)	107.672	97.746
Miscellaneous	65.075	124
TVINCCITUTIONS	521,930	504,568
EXPENSES		
Television and radio service costs	1,042,605	1 051 707
Specialty services (Note 6)	100,136	92 839
Transmission, distribution and collection	58,311	63 301
Radio Canada International	15,774	17 153
Payments to private stations	14,282	13,041
Corporate Management	15,920	15 273
Amortisation of capital assets	149,294	154 872
	1,396,322	1,408,186
Operating loss before government funding, non-operating revenue and taxes	(874,392)	(903,618)
GOVERNMENT FUNDING:		
Parliamentary appropriation for operating expenditures (Note 4)	794,058	764 715
Funding reserved for Radio Canada International (Note 5)	15,520	15 520
Amortisation of deferred capital funding (Note 9)	147,301	154 449
	956,879	934,684
Results of operations before non-operating revenue and taxes	82,487	31,066
NON-OPERATING REVENUE:		
Gain on disposal of joint business ventures (Note 10)	68,145	
Results before taxes	150,632	31,066
Income taxes and tax on large corporations (Note 7)	2,688	2.751
Net results for the year	147,944	28,315
Proprietor's equity, beginning of year	(43,284)	(75,599)
Working Capital Funding (Note 4)	4,000	4,000
Proprietor's equity, end of year	108,560	(43,200)

The accompanying notes form an integral part of the financial statements.

Balance Sheet

As at March 31

	2001	2000
	(thousand	of dollars)
ASSETS		
Current		
Cash and short-term investments (Note 17)	174,029	81,499
Accounts receivable	116,096	108,927
Program inventory	121,933	146,503
Prepaid expenses	47,208	43,462
	459,266	380,391
Capital assets (Note 8)	1,022,927	1,068,865
Deferred charges and other assets	11,841	14,557
	1,494,034	1,463,813
LIABILITIES		
Current		
Accounts payable and accrued liabilities	148,319	155,634
Employee-related liabilities (Note 11)	115,569	123,765
Obligation under capital lease (Note 12)	4,747	4,409
	268,635	283,808
Long-term Congression Congress		
Employee-related liabilities (Note 11)	97,774	161,243
Obligation under capital lease (Note 12)	372,138	376,935
Deferred capital funding (Note 9)	646,827	685,111
	1,116,739	1,223,289
PROPRIETOR'S EQUITY		
Proprietor's equity	108,660	. (43,284)
The state of the s	1,494,034	1,463,813

Commitments and contingencies (Notes 13 and 14)

The accompanying notes form an integral part of the financial statements.

Approved on behalf of the Board of Directors:

Director

Director

Statement of Cash Flow

For the year ended March 31

	2001	2000
	(thousands	of dolla
CASH FLOW FROM (USED IN):		
OPERATING ACTIVITIES		
Net results for the year	147,944	28 3 15
Gain on disposal of joint business ventures	(68,145)	
Loss on disposal of capital assets	66	74
Items not involving cash:		
Amortisation of capital assets	149,294	154 872
Amortisation of deferred charges	5,119	7311
Employee-related liabilities (current)	(6,352)	9 361
Employee-related liabilities (long-term)	(63,469)	(6 186)
Share of joint business ventures	(8,504)	
Amortisation of deferred capital funding	(147,301)	(154,449)
Net change in working capital balances excluding cash and		
short-term investments (Note 16)	2,363	134.6751
	11,015	4,623
FINANCING ACTIVITIES		
Parliamentary appropriations (Note 4):		
Capital funding	104,017	110 472
Working capital funding	4,000	4,000
Government funding for capital purchases for Radio Canada International	5,000	5.000
Capital portion of lease payments	(4,459)	(4.049)
Proceeds on disposal of capital assets	2,368	2.166
Proceed on disposal of joint business ventures	76,649	
	187,575	117,589
INVESTING ACTIVITIES		
Acquisition of capital assets	(103,658)	(119 771)
Deferred charges	(2,402)	5.286
	(106,060)	(114,485)
Increase in cash and short-term investments	92,530	7,727
Cash and short-term investments, beginning of year	81,499	73,772
Cash and short-term investments, end of year	174,029	81,499

The accompanying notes form an integral part of the financial statements

Notes to the Financial Statements

For the year ended March 31, 2001

1. Authority and Objective

CBC/Radio-Canada was first established by the 1936 *Canadian Broadcasting Act* and continued by the 1958, 1968 and 1991 Broadcasting Acts. The Corporation is an agent of Her Majesty and all property acquired by the Corporation is the property of Her Majesty.

As the national public broadcaster, CBC/Radio-Canada provides Radio, Television and New Media services in both official languages incorporating predominantly and distinctively Canadian programs to reflect Canada and its regions to national and regional audiences.

2. Significant Accounting Policies

The financial statements of the Corporation have been prepared in accordance with Canadian generally accepted accounting principles and include the following significant accounting policies.

a. Parliamentary Appropriations and Deferred Capital Funding

The Corporation receives most of its funding from the Government of Canada. Parliamentary appropriations for operating expenditures are recorded on the Statement of Operations and Proprietor's Equity. Parliamentary appropriations for depreciable capital expenditures are recorded as deferred capital funding on the Balance Sheet, and are amortised on the same basis and over the same periods as the related capital assets. Parliamentary appropriations for working capital and non-depreciable capital assets are credited to Proprietor's Equity.

b. Program Inventory

(i) Program Inventory

Programs completed and in process of production or available for sale are recorded at cost. Cost includes the cost of materials and services, and labour and overhead expenses applicable to programs.

Program costs are charged to operations as the programs are broadcast, deemed unusable, or sold.

(ii) Film and Script Rights

The Corporation enters into contracts for film and script rights. The payments made under the terms of each contract are recorded as assets in the accounts. The cost of film and script rights is charged to operations in accordance with the approved program schedule or when deemed unusable.

c. Capital Assets

Capital assets are recorded at cost, less accumulated amortisation. The cost of assets constructed by the Corporation includes material, direct labour and related overhead. Assets acquired under rapital leaves are initially recorded at the present value of the minimum leave payments at the inception of the leave. Amortisation is calculated on the straight-line method using rates based on the estimated useful life of the assets as follows:

Buildings	33 years
Technical equipment	
Transmitters and towers	20 years
Other	5 years
Furnishings and office equipment	10 years
Computers	5 years
Automotive	5 years

Leasehold improvements are capitalised and amortised over the remaining terms of the respective leases to a maximum period of five years. Amounts included in uncompleted capital projects are transferred to the appropriate capital asset classification upon completion, and are then amortised according to the Corporation's policy.

d. Deferred Charges

Deferred costs incurred in the development of specialty channels are amortised over the license period. Other deferred charges are amortised over the period of the respective agreements.

e. Pension Costs and Obligations

The Corporation provides pensions based on length of service and final average earnings as classified under defined benefit retirement pension arrangements.

The cost of pension benefits earned by employees is determined on an actuarial basis using the projected benefit method pro-rated on service and management's best assumptions such as the expected long-term rate of return on plan asset, rate of compensation, inflation, retirement ages of employees and mortality of members.

The pension cost is determined using the cost of employee pension benefits for the current year's service, the interest expense on the accrued benefit obligation, the expected investment return on the accurrial value of plan assets, the amortisation of the transitional asset/obligation and the amortisation of past service costs. The market-related value of plan assets is used for the purpose of calculating the expected return on plan assets.

The transition assets/liability and the adjustments arising from plan amendments are amortised over the estimated average remaining service life of the employee group (13.5 years).

The difference between the accumulated pension expense and the employer's contributions to the Pension Fund is reflected in the balance sheet as an employee-related liability.

f. Employee Future Benefits other than Pension

The Corporation provides employee future benefits such as severance pay and other benefits such as vacation pay, continuation of benefits coverage for employees on long-term disability, post-retirement life insurance and workers' compensation.

The cost of these benefits other than vacation pay is determined on an actuarial basis using the projected benefit method pro-rated on years of service and management's best assumptions such as salary increases, inflation, retirement ages of employees, mortality of members and expected health care costs.

For severance pay, the transitional obligation is amortised over the average remaining service life of the employee group (13.5 years). The transitional obligations for post-retirement life insurance, continuation of benefits for employees on long-term disability and workers' compensation are amortised over the applicable remaining service lifetime of the plan members which are 15.7 years, 7.6 years and 9.0 years, respectively for each of these plans.

Vacation pay is calculated at the salary levels in effect at the end of the year for all unused vacation pay benefits accruing to employees.

Since a major portion of the liabilities for these items represents costs which will be funded mainly from appropriations received from the Government of Canada in the future, these items do not have an impact on the Corporation's current net results of operations on a government funding basis.

g. Income Taxes

The Corporation follows the tax allocation method of providing for income taxes. The cumulative differences between taxes calculated on such a basis and taxes currently payable are essentially timing differences and result in deferred income taxes. The Corporation has unrecorded deferred income tax benefits which will be recognised in the accounts when they are realised.

h. Measurement Uncertainty

The preparation of financial statements in accordance with Canadian generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities at the date of the financial statements and the reported amounts of income and expenses for the year. Employee-related liabilities, estimated useful lives of capital assets and contingent liabilities are the most significant items where estimates are used. Actual results could differ from those estimated.

3. Change in Accounting Policy

Effective April 1, 2000, the Corporation has adopted the new Canadian Institute of Chartered A in antimistandards for employee future benefits. This change in accounting policy has been applied prospectively. The most significant changes to accounting for pensions and severance pay are:

- The recognition of a transitional pension asset/liability which is the difference between the accrued benefit obligation and the fair value of plan assets at April 1, 2000;
- The recognition of a transitional severance pay liability which is the difference between the accrued benefit obligation upon adoption less the amount previously recognised on the balance sheet, and
- The calculation of the accrued benefit obligation using the current market rate rather than management's best estimate of the long-term discount rate.

In addition, post-employment and post-retirement benefits (other than pension) are now recorded on the basis of an actuarial valuation of the related liabilities and expenses.

The application of the new standards resulted in an income of \$72.4 million for the pensions plans and in an expense of \$17.6 million for other employee future benefits for a net decrease of the expenses of \$54.8 million.

4. Parliamentary Appropriations

Parliamentary appropriations approved and the amounts received by the Corporation during the year are as follows.

a. Parliamentary Appropriations Approved and Received

	2001	2000
	(thousands	of dollars)
Operating Funding		
Annual Funding	807,356	756,409
Transfer from/(to) capital funding — Supplementary Estimates A ¹	(13,298)	8,306
	794,058	764,715
Capital Funding		
Annual funding	113,719	143,472
Transfer from/(to) operating funding — Supplementary Estimates A ¹	13,298	(8 306)
Frozen allotment to be reprofiled to the 2001-02 fiscal year	(23,000)	(24 694)
	104,017	110,472
Capital funding received from the government for Radio Canada International	5 300	5 000
	109,017	115,472
Working Capital Funding	4,000	4,000

In the event that significant changes in current year requirements occur, appropriations are transferred from one vote to another or reprofiled from one fiscal year to the next through Appropriation Acts tabled in the House of Commons.

b. Reconciliation of Net Results of Operations to Government Funding Basis

The Corporation receives a significant portion of its funding through Parliamentary appropriations, which is based primarily on cash flow requirements. Expenses recognised in the Statement of Operations and Proprietor's Equity in one year may be funded through Parliamentary appropriations in different years. Accordingly, the Corporation's net results of operations for the year on a government funding basis differ from those on a Canadian generally accepted accounting principles basis. The differences are outlined below:

	2001	2000
	(thousands	of dollars)
Net results for the year	147,944	28,315
Items not generating operating funds:		
Amortisation of deferred capital funding	147,301	154,449
Income items relating to capital assets	(66)	(74)
Other	213	
	147,448	154,375
Items not requiring operating funds:		
Amortisation of capital assets	149,294	154.872
CBC/Radio-Canada Pension Plans and other employee future benefits	(54,690)	(15,270)
Vacation Pay	(6,352)	8,939
Program inventory costs	(1,546)	(7,932)
Other	(4,333)	(5,892)
	82,373	134,717
Net results of operations on a government funding basis		
(including impact of sale of joint business ventures)	82,869	8,657
Less: Proceeds and interest generated from the sale of joint business ventures	(80,465)	-
Net results of operations on a government funding basis		
(excluding impact of sale of joint business ventures)	2,404	8,657
Government funding surplus, beginning of the year	24,258	15,601
Government funding surplus, end of the year	26,662	24,258

c. Net Results for Capital

The purchase of capital assets is financed by Parl amentary appropriation. Additions to capital assets recorded in the current year under Canadian generally accepted accounting propriation in different years. The differences are outlined below:

	2001	2000
	(thousands	of dollars)
Parliamentary appropriations and transfers	104,017	110,472
Capital funding for Radio Canada International	5,000	5,000
Capital funding (Note 4)	109,017	115,472
Proceeds on disposal of capital assets	2,368	2,166
Total capital funding for the year	111,385	117,638
Acquisition of capital assets	(103,658)	(119,771)
Capital portion of lease payments	(3,082)	-
Capital funding surplus (deficit) for the year	4,645	(2,133)
Change in proportionate share of joint venture assets	(166)	321
Net results for capital for the year, government funding basis	4,479	(1,812)
Capital funding surplus, beginning of the year	2,914	4,726
Capital funding surplus, end of the year	7,393	2,914

5. Funding for Radio Canada International

Radio Canada International is funded under the terms of a contribution agreement with the Government of Canada.

	2001	2000
	(thousands o	f dollars)
Operating funding	15,520	15,520
Capital funding	5,000	5,000
	20,520	20,520

6. Specialty Services

The Corporation operates CBC Newsworld, Réseau de l'information (RDI) and Galaxie under license conditions that require the results of operations be reported on an incremental cost and revenue basis CBC Newsworld and Réseau de l'information (RDI) use previous years' surplus carry forwards to fund current year activities. At March 31, 2001, the cumulative net operating surplus carried forward to future years' activities for CBC Newsworld totalled \$10.2 million (\$5.2 million for 2000), \$59,000 for RDI (\$24,000 for 2000).

	2001			2000			
	Revenue	Expenses	Net	Revenue	Expenses	Net	
	(thousands of dollars)						
CBC Newsworld	61,945	56,949	4,996	58,827	54,511	4,316	
Réseau de l'information (RDI)	38,159	38,124	35	35,020	35,129	(109)	
Galaxie	7,568	5,063	2,505	3,199	3,199	_	
Commence on the states a sund for	107,672	100,136	7,536	97,046	92,839	4,207	

7. Income Tax and Tax on Large Corporations

The Corporation is a prescribed federal Crown Corporation under Part LXXI of the Income Tax Regulations and is subject to the provisions of the *Income Tax Act* (Canada). The Corporation is not subject to provincial income taxes on its own activities. The Corporation's 2001 income tax relates solely to the large corporations tax. The Corporation's expected income tax rate is the net federal statutory rate (including surtax) of 39.27% (2000 - 39.52%). The 2001 and 2000 effective tax rates are zero, exclusive of the large corporations taxes, due to the utilisation of previously unrecognised losses and timing differences.

The Corporation has a loss carry forward for tax purposes of \$9.8 million (2000 – \$30.5 million), the benefit of which has not been recognised in the financial statements and which expires in 2007. The Corporation also has net timing differences of \$35.3 million (2000 – \$50.4 million) resulting from items reported for tax purposes in different periods than for accounting purposes, the benefit of which has not been recognised in the financial statements. These timing differences generally result from the accrual of pension and severance pay costs, and the claim for capital cost allowance on the capital lease where funding is provided over several years. Capital cost allowance is generally not claimed on other capital assets since acquisitions are substantially funded by the Government of Canada (see Note 4).

8. Capital Assets

			2001	2000
	Cost	Accumulated Amortisation	Net Boo	ok Value
		(thousands	of dollars)	
Land	34,772	_	34,772	34,772
Buildings	409,144	224,834	184,310	169,761
Technical equipment	1,180,133	883,255	296,878	332,463
Furnishings, office equipment and computers	114,536	73,738	40,798	46,566
Automotive	39,072	26,956	12,116	13,109
Leasehold improvements	6,514	4,208	2,306	2,202
Property under capital lease	512,178	122,554	389,624	405,004
Uncompleted capital projects	62,123	non-	62,123	64,988
The State of Activities of Activities of Activities and Activities of Activities and Activities	2,358,472	1,335,545	1,022,927	1,068,865

Current year amortisation expense of \$15.4 million (2000 – \$15.1 million) relating to the property under capital lease is included in the amortisation of capital assets on the Statement of Operations and Proprietor's Equity.

9. Deferred Capital Funding

The second second second second second	2001	2000
	(thousands	-
Balance, beginning of year	685,111	724,088
Government funding for capital expenditures (Note 4)	109,017	115,472
Amortisation of deferred capital funding	(147,301)	(154,449)
Balanto, and of your	646,827	# 111

10. Sale of Joint Business Ventures

In the first quarter of 2000-2001, the Corporation and its co-investor completed the sale of the joint business ventures for total proceeds of \$153 million. The Corporation owned 50% of the joint business ventures and received its share of the sale price.

11. Employee-related Liabilities

Employee-related liabilities are as follows:

	2001	2000		2001	2000
	Current			Long-term	
		(thou:	ands	of dollars)	
Pension plans – Note a)	-	(-	- :	10,742	83 964
Employee future benefits other than pension – Note a)	ana	1	mar - 7	86,727	68 195
Vacation pay	41,967	48,3	19	-	-
Workforce reduction – Note b)	12,701	27.9	34	400	9,084
Other ¹	60,901	47,5	12	305	-
	115,569	123,7	55	97,774	161,243

¹ Including salary-related liabilities.

a. CBC/Radio-Canada Pension Plans and Other Employee Future Benefits

The Corporation maintains a contributory defined benefit pension plan, CBC/Radio-Canada's Pension Plan covering substantially all employees of the Corporation. Retirement benefits are based on the length of pensionable service and on the average of the best five consecutive years of pensionable salary in the last ten years of employment. Employees are required to contribute a percentage of their pensionable salary to the plan, with the Corporation providing the balance of the funding, as required, based on actuarial valuations, which are made at least on a triennial basis. The Corporation also maintains unfunded non-contributory defined benefit pension arrangements.

Assumptions – annual rates:	
Expected long-term rate of return on plan assets	6.75%
Discount rate – beginning of the year	6.50%
Discount rate — end of the year	6.00%
Long-term rate of compensation increase, excluding merit and promotion	4.00%
Health care trend	8.5% for 5 years;
	4.5% thereafter
Annual amounts:	(thousands of dollars)
Employee contributions	21,439
Benefit payments for the year – pension plans	173,730
Panafit payments for the year - other employee future handits	13 300

a. CBC/Radio-Canada Pension Plans and Other Employee Future Benefits (continued)

	CBC/ Radio-Canada Pension Plans	Other Employee Future Benefits	Total
	(the	ousands of dol	lars)
Fair value of plan assets – end of year	3,683,301		3,683,301
Accrued benefit obligation – end of year	3,226,583	133,096	3,359,679
Surplus (deficit) at March 31, 2001	456,718	(133,096)	323,622
Accrued benefit liability at beginning of year	83,964	82,451	166,415
Employee future benefits expenses (revenues):			
Current service cost	47,816	5,817	53,633
Interest on accrued benefit obligation	187,924	8,141	196,065
Expected return on actuarial value of assets	(224,801)	~~	(224,801)
Amortisation of past service costs	9,597		9,597
Amortisation of transitional obligation (asset)	(92,996)	3,618	(89,378)
Employee future benefits expenses (revenues) for the year	(72,460)	17,576	(54,884)
Corporation pension plans contributions	-	- 1	-
Benefit payments of unfunded plans	(762)	(13,300)	(14,062)
Accrued benefit liability at end of year	10,742	86,727	97,469

The accrued benefit obligation for CBC/Radio Canada's Pension Plan and for the unfunded benefit pension arrangements represents respectively \$3,195.7 million and \$30.9 million at March 31, 2001.

The amortisation of past service costs is due to an amendment to CBC/Radio-Canada's Pension Plan, which has resulted in a refund of a portion of contributions to plan members. As of March 31, 2001, the unamortised amount of past service costs is \$120.0 million.

The unamortised portion of transitional assets as of March 31, 2001 is \$1,163.2 million for CBC/Radio-Canada Pension Plan and \$40.0 million for other employee future benefits.

b. Workforce Reduction

In 2000-2001, the Corporation implemented its workforce reduction plan. The results are in line with the plan.

12. Obligation Under Capital Lease

Capital lease consists of premises occupied by the Corporation in Toronto. Future minimum lease payments and obligation are as follows:

	(thousands of dollars)
2002	33,039
2003	33,039
2004	33,039
2005	33,039
2006	33,039
Thereafter to 2027	710,334
Total future minimum payments	875,529
Deduct: imputed interest (7.53%) and executory costs	498,644
Obligation under capital lease	376,885
Less current portion	4,747
Long-term portion	372,138

The Corporation owns the land on which the Canadian Broadcasting Centre in Toronto is located. Interest expense relating to the Canadian Broadcasting Centre lease, which is included in current year expenditures, is \$28.8 million. At the end of the lease, the Corporation will own the building.

13. Commitments

a. Program-related and Other

As at March 31, 2001, commitments for sports rights amounted to \$287.8 million; procured programs, film rights and co-productions amounted to \$44.1 million and capital assets amounted to \$12.1 million for total commitments of \$344.0 million.

b. Operating Leases

Future annual payments related to operating leases are as follows:

(thousands of dollars)
56,163
31,277
18,253
17,736
156,984
280,413

14. Contingencies

Various claims and legal proceedings have been asserted or instituted against the Corporation, including some which demand large monetary damages or other relief, which could result in significant expenditures. Litigation is subject to many uncertainties, and the outcome of individual matters is not predictable. A provision for these expenditures has been recorded based on management's best estimate. It is reasonably possible that the Corporation may have to settle some of these claims for amounts in excess of established provisions in the near term. Any such costs will be charged to operations as incurred.

15. Related Party Transactions

The Corporation is related in terms of common ownership and enters into transactions with other Government departments, agencies and Crown Corporations in the normal course of business on normal trade terms applicable to all individuals and enterprises. Transactions with the Government of Canada are outlined in Note 4.

16. Net Change in Non-cash Working Capital Balances

	2001	2000
	(thousands	of dollars)
Cash flows provided by (used for):		
Accounts receivable	(7,169)	8,805
Program inventory*	22,437	14,466
Prepaid expenses	(3,746)	(20,797)
Accounts payable and accrued liabilities	(7,315)	(56,662)
Employee-related liabilities	(1,844)	19,513
	2,363	(34,675)

^{*} Excluding \$2 million of amortisation of capital assets in 2001 (2000 - \$9 million).

17. Financial Instruments

Short-term investments, accounts receivable, accounts payable and accrued liabilities, and obligation under capital lease are valued at cost, which approximates fair value. The Corporation invests in the short-term money market (maximum term to maturity of 91 days). Securities are limited to those that are 100% guaranteed by the Government of Canada. The overall portfolio yield for the fiscal year ended March 31, 2001 was 5.44% (2000 – 5.13%).

18. Comparative Figures

Some of the prior year's comparative figures have been reclassified to conform to the current year's presentation.

Five Year Financial Review

Summary - Source and Use of Funds*

For the year ended March 31

	2000-2001	1999-2000	1998-1999	1997-1998	1996-1997
		(m	illions of dollar	s)	
Sources of funds					
Parliamentary appropriation for					
operating expenditures	794.0	764.7	759.5	759.7	896.4
Self-generated revenues					
Advertising and program sales	349.2	328.7	329.7	383.3	364.8
Miscellaneous	65.1	78.8	63.9	54.6	53.7
Total self-generated revenues	414.3	407.5	393.6	437.9	418.6
Total sources of funds	1,208.3	1,172.2	1,153.1	1,197.6	1,315.0
Application of funds					
Television and radio services	1,042.6	1,051.7	1,072.1	1,083.3	1,109.7
Transmission, distribution and collection	58.3	63.3	62.2	64.1	65.6
Payment to private stations	14.3	13.0	12.5	12.3	16.0
Corporate Management	15.9	15.3	16.2	15.1	15.7
Income taxes and taxes on large corporations	2.7	2.8	2.7	2.7	3.0
Total applications of funds	1,133.8	1,146.1	1,165.8	1,177.5	1,210.0

^{*} Excluding specialty services, amortisation of capital assets, amortisation of deferred capital funding and non-operating revenue.

CBC/Radio-Canada Owned and Affiliated Stations / Stations de base de CBC/Radio-Canada et stations affiliées

ENGLISH TELEVISION / LA TELEVISION ANGLAISE	GWW.	Manitotia (SiC monet station / Supery by history		FRENCH TELEVISION / LA TÉLÉVISION FRANÇAISE	
Newfoundland / Terre-Neuve CBC owned stations / Stations de base	5TM0	Thurn I filiated station / Station privée affiliée	CICK-TV 5	New Benstwick / Mouveau-Branswick USC (percy Matter / Sation de service) Mercan	9
Prince Edward Island / No-do-Prince-Edouard	CBM) 6	Seskatcheryan GE (man famous / Station de terco		Literations / Cratinas de bess	
Oktober II. svel Station i II. Ov. mirote	1300 12	Salation	CBCSTA	Alontréal	
Now Scott / Marrelle-Epison TR owned the Section of fine	59.00	Private affiliated stations / Stations privées affiliées Prince Albert Swiff Current	Com TV =	Firm Il liated stations / Stations privées affiliées	es .CKTV
	4110		CKDS-TV :	Tubras .	Ē
Now Brusswick / Nouveau-Brusswick		Alberta CEC owned stations / Stations de base		herbrooke	CKS
711 - 4111 0-44	CHARLITY A	Calgary Edmonton	CBRT 9	Ontaino CBC owned station / Station de base	
Carrows stiffer a summer de fance	-			Ottawa	<u> </u>
Material Outside Sections Continued to be the section of the sect	a Well	Lloydminster 	DAMI TVG DAMI TVG	CBC owned station / Station de base	9
Ottawa	CB0T 4	British Columbia / Colombio-Britannique OU own-disconer / Storm or the Venture	160	Saskatchowan CEG prinse: 911109 / 300,00 (M.fr.) Popos	ē
ariano e para para para para para para para pa	S CKWS-TV 11 CHAIR TV 4	State of the Applied States and Marian American	ANDON.	Alberta: E80 owned in boy / Stropmon (non Exercise)	10
Timmins	CIC No CIC No CINC No CINC NO CINC NO CINC NO	Nille Manager Communication of the Communication of	DARSTAN DARSTAN DTICAVA	British Golumbia / Golombia Britannique CBC pakest (motor) / \$110 — a form	胃

V-TV 12 TT SH-TV 9 M-TV 13

CBC RADIO ONE	FREQUENCY /		CDC manufactor / Charles do bases	
	- Day	ed stations / Stations de base		- Contraction
Newfoundland / Terre-Neuve		NAME OF TAXABLE PARTY.		THE REAL PROPERTY.
CBC owned stations / Stations de base		ReginaCBK 540 KHZ		COS CLA OE 1 NAUL.
	OHN BEST MED	Alberta	Montreal	CONTRA 100 0 MINI
	. CBG 1400 KHz	CBC owned stations / Stations de base	Unebec	.LBV-FM 100,3 MH2
	CFGB-FM 89.5 MHz	Calgary CBR 1010 KHz	O Section of the sect	PULLY EAR ON 7 MAY.
	PH 540 KH		Nouyh-Norahua Sant-ilas	CBSI-FM 98 1 MHz
	.CBDQ-FM 96.3 MHz	Design Only of Commission		CBF-FM-10 101.1 MHz
	CBN 640 KHz	CBC owned stations / Stations de base		(BOTHLESSTAND)
Prince Edward Island / Île-du-Prince-Édouard	uard			
		Prince George		CFI M 1240 KHz
Charlottetown	.CBCT-FM 96.1 MHz	Prince RupertCFPR 860 KHz		
Nova Scotia / Nouvelle-Écosse				
CBC owned stations / Stations de base		Victoria	VIHZ IIIIIII (PDC memoral personal / Consisonal de bases	
	CBHA-FM 90.5 MHz	Walterin		
	CBI 1140 KHz	CBC owned station / Station de base		CBUP-FIN 30,7 MHZ
		W III OWN JOHN		CECUN-TIME 39, LIMINA FIRE 980 KHV
New Brunswick / Nouveau-Brunswick			IDIOIIU	Jedac odo nrik
CBC owned stations / Stations de base		Northwest Territories / Territoires du Nord-Duest		
		CBC owned stations / Stations de base	Manitoba	
Fredericton / Saint John	(BD-FM 91.3 MHz			
Moncton	CBA IU/U KHZ	WANTED THE	Saint-Boniface	CKSB 1050 MHz
Omitian		Nunavut	Saskaltchounter	
	total months			
	ME IN IN 5 MILE			.CBKF-FM 97,7 MHz
- Day	DEACH MISS (ME)	Rankin Inlet		
Omerica		AMERICAN AND TO A CAMPAGE OF THE PROPERTY OF T	Alberta CRC owned station / Station de base	
CBC owned stations / Stations de base				Distance
LondonCBC	3CL-FM 93.5 MH2			
	-	Prince Edward Island / Ile-du-Prince-Edouard	British Columbia / Colombie-Britannique	ne ne
Bay	301-FM 88.3 MHz	CharlottetownCBAF-FM-15 88,1 MHz	MHz	
Toronto		Nova Scotia / Nouvelle-Frossa		
	CBE 1550 KHz	CRC owned station / Station de hase	CBC RADIO TWO	
Masinta			MHz	
		Johnson D. Commence D. J. Alexander D. Commence D.	Newfoundland / Terre-Neuvo	
Tougains LEMB		CDC purpod station / Station do base	CBC owned station / Station de base	
	CBW 990 KHz	CDC OWINED STATION / STATION OF DASE	The second secon	CONTRACTOR OF THE PARTY.

	Nova Scotia / Nouvelle-Ecosse	Manitoba	LA CHAINE CULTURELLE	
Station / Station de base Stations de base CBO-FM 103.3 MHz CBC owned station / Station de base CBO-FM 101.7 MHz CBC owned station / Station de base CBC owned stations / Stations de base		CBC owned station / Station de base		
Saskatchewan Station / Station de base CBM-FM 93.5 MHz Stations de base CBM-FM 93.5 MHz Station / Station de base CBM-FM 93.5 MHz Station / Station de base CBM-FM 93.5 MHz CBB-FM 93.9 MHz CBB-FM 93.9 MHz CBB-FM 93.9 MHz CBB-FM 93.9 MHz CBC owned station / Station de base CBM-FM 93.9 MHz CBC owned station / Station de base CBM-FM 93.9 MHz CBC owned station / Station de base CBM-FM 93.9 MHz CBC owned stations / Stations de base CBM-FM 93.9 MHz CBC owned stations / Stations de base CBC owned stations / Stations de base CBC owned stations / Stations de base CBM-FM 89.9 MHz CBC owned stations / Stations de base CBM-FM 89.9 MHz CBC owned stations / Stations de base CBM-FM 89.9 MHz Sudbury			Moss Description of the Control of t	
station / Station de base Station / Station de base CBM-FM 93.5 MHz Stations de base CBM-FM 93.5 MHz Stations de base CBM-FM 93.5 MHz CBB-FM 90.1 MHz CBC owned station / Station de base CBM-FM 90.9 MHz CBC owned station / Station de base CBM-FM 90.9 MHz CBC owned stations / Stations de base CBM-FM 90.9 MHz CBC owned stations / Stations de base CBM-FM 90.9 MHz CBC owned stations / Stations de base CBM-FM 90.9 MHz CBC owned stations / Stations de base CBM-FM 90.9 MHz CBC owned stations / Stations de base CBM-FM 90.9 MHz CBC owned stations / Stations de base CBM-FM 90.9 MHz CBC owned stations / Stations de base CBM-FM 90.9 MHz CBC owned stations / Stations de base CBM-FM 90.9 MHz CBC owned stations / Stations de base CBM-FM 90.9 MHz CBC owned stations / Stations de base CBM-FM 90.9 MHz CBC owned stations / Stations de base CBM-FM 90.9 MHz CBC owned stations / Stations de base CBM-FM 90.9 MHz CBC owned stations / Stations de base CBM-FM 90.9 MHz CBC owned stations / Stations de base CBM-FM 90.9 MHz CBC owned stations / Stations de base CBM-FM 90.9 MHz CBC owned stations / Stations de base CBM-FM 90.9 MHz CBC owned stations / Stations de base CBM-FM 90.9 MHz CBC owned stations / Stations de base			New Brunswick / Nouveau-Brunswick	
station / Station de base CBM-FM 93.5 MHz Stations de base CBM-FM 93.5 MHz Stations de base CBM-FM 93.5 MHz Stations de base CBC owned stations / Stations de base CBC-FM 103.3 MHz CBB-FM 90.1 MHz CBC-FM 99.9 MHZ CBC-		Soon		
Hegina CBK-FM 96.9 MHz Lourimi CBK-FM 96.9 MHz CBC wheel stations / Stations de base Chicoutimi CBS-FM 90.1 MHz CBC-FM 103.3 MHz CBC-FM 103.3 MHz CBC-FM 104.5 MHz CBC-FM 105.7 MHz CBC-FM 99.9 MHz CBC-FM 99.				L-FM 98,3 MH2
d stations / Stations de base CBC whed stations / Stations de base CBC whed stations / Stations de base CBC-FM 103.3 MHz CBC-FM 103.3 MHz CBC-FM 90.1 MHz CBC-FM 90.1 MHz CBC-FM 99.9 MHz CBC-FM 89.9 MHZ	d station / Station de base		Quipec	
CB0Q-FM 103.3 MHz CBBS-FM 90.1 MHz CBBS-FM 90.1 MHz CBC-FM 101.7 MHz CBC owned station / Station de base CBE-FM 99.9 MHz Vancouver CBE-FM 89.9 MHz CBO - CBC owned station / Stations de base CBC owned stations / Stations de base Ottawa Sudbury CBC Owned Stations / Stations de base Ottawa Sudbury		Alberta	CBC owned stations / Stations de base	
CBOQ-FM 103.3 MHz CBBS-FM 90.1 MHz CBC-FM 101.7 MHz CBC owned station / Station de base CBE-FM 99.9 MHz CBC-FM 89.9 MHZ CBC-FM 89.0 MHZ CBC-FM		Older dattle of Smoon motors		-FM 100,9 MHz
CBBS-FM 90.1 MHz CBQ-FM 101.7 MHz CBC owned station / Station de base CBE-FM 89.9 MHz CBE-FM 89.9 MHz CBC-FM 8				4M 100,7 MHz
CBBS-FM 90.1 MHz CBC owned station / Station de base CBE-FM 89.9 MHz CBE-FM 89				CHAIR TANK
CBQ-FM 101.7 MHz CBC owned station / Station de base CBU-FM 105.7 MHz CBE-FM 89.9 MHz Vancouver CBE-FM 89.9 MHz Sutton CBE-FM 89.9 MHz Su				-FM 101.5 MHz
Vancouver CBU-FM 105.7 MHz CBC owned stations / Stations de base Utrawa Stations de base Sudbury		British Columbia / Colombie-Britannique		
Vancouver		station / Station de base	0.000	
Ottawa	CBE-FM 89.9 MH2			
				-FM 102,5 MHz
				K-FM 90,9 MHz
				GFM 90.3 MHL

ON-AIR STATIONS AND REBROADCASTERS, BASIC NETWORKS / TOTAL DES STATIONS ET RÉÉMETTEURS DE CROMADIO-CANADA, RÉSEAUX DE DASE

		Felevision Netv	Television Networks / Réseaux de télévision	télévision		Radio Netw	Radio Networks / Réseaux de radio	de radio	
				Engl nyAng	-			In-culture	
	English / Anglais	French / Français	Total TV / télé	Radio One	Radio Two	Première Chaîne	Chaîne culturelle	Total Radio	Grand Total / Total général
			Ŷ.	j.	14	ė.	ŧ	Ξ	100
	438		817		22				(2)
Private affiliated stations / Stations privées affiliées			12/2						et 27
Private affiliated rebroadcasters /									Ĭ <u>æ</u>
Community owned stations /									
Community owned			≅ ∘						[85]

1,579

Total

Senior Management Committee / Comité supérieur de direction

Natural Rabinovites

James McCoubrey

ouise Tremblay

many voluments beautiful No Vo himsen famous /

Hamld Balmhaps Committee Officerous and Street

Michele Fortin

Max Frame

Sylvatin Lafrance

copy and a second or secon

George CB: Smith V. F. H. R. 2017

Pierre Notifet

and Corporate Secretary /

Michel Tremblay

Sally Southey

esta Darba, Capital Commergion and individual Number of contraction from the model to within the William addages

Michael Saint-Cyr

Paper I Build Floory Director /

David Bazay

Julia – Bro Newahi, Julia – Serio serios

Remand Gilbert

Ontaction Stryion/Imple

Revue financière – cinq ans

Sommaire – provenance et utilisation des fonds*

pour l'exercice terminé le 31 mars

			1.6		
ebnot eab noiteailitu – letol	1 133'8	1911	1 165,8	5.771 I	0'0121
mpôt sur le revenu et des grandes sociétés	2,7	2,8	2,7	L'Z	3,0
elenoiten noitettainimb∆	6'Sl	12,3	7,81	1,21	191
sejving anoitats xua atnemeis	14,3	13'0	12,5	12,3	0,81
Transmission, distribution et collecte	6,88	63,3	2,28	1,49	9'99
Services de télévision et de radio	9'Zt0 1	7,130 1	1,270 1	1 083,3	7,9011
sbnof sab noitseilitU					
Total – provenance des fonds	1 208,3	27211	1,53,1	9,791 1	0'918 1
Total – revenus auto-générés	6,414,3	9'201	9'868	6'754	9'814
Divers	1,39	8,87	6'89	9'149	53,7
Publicité et ventes d'émissions	349,2	7,828	2.625	383,3	364,8
Revenus auto-générés					
Crédits parlementaires d'exploitation	0'464	L' 1 9L	9'694	L'69L	1 ,068
Provenance des fonds					
		im)	rellon ab anoill	(5	
	2000-2001	1999-2000	6661-8661	8661-7661	Z661-9661

Excluant les services spécialisés, l'amortissement des immobilisations, l'amortissement du fonds d'immobilisations reporté et le revenunce exploitation

14. Éventualités

Diverses revendications ont eté formulées ou des poursuites ont été intentées contre la Societe, dont certaines demandent des dédommagements pécuniaires importants ou d'autres redressements qui pourtieures demandent des dépenses importantes. Les litiges sont sujets à bien des incertifudes, et le resultat de chaque affaire n'est pas previsible. Une provision pour ces dépenses a été établie d'après les meilleures estimations faites par la direction. Il est raisonnable de penser que la Société aura à régler certaines de estimations faites par la direction. Il est raisonnable de penser que la Société aura à régler certaines de ces demandes pour des montants dépassant les provisions établies à court terme. Ces charges seront imputées à l'exploitation au fur et à mesure qu'elles seront engagées.

15. Opérations entre entités apparentées

La Sociète est apparentée, en proprièté commune, à d'autres ministères, organismes et sociétés d'État du gouvernement canadien et, dans le cadre de l'exploitation courante, elle conclut des opérations entrée, conformément à l'usage commercial habituel à toutes les personnes et entreprises. Les opérations entrée, conformément à l'usage commercial habituel à toutes les personnes et entreprises. Les opérations conclues avec le gouvernement du Canada sont décrites à la note 4.

16. Variation nette des soldes du fonds de roulement hors caisse

(34 675)	2 363	
19613	(1844)	Passif relié aux employés
(299 99)	(7 315)	Créditeurs et charges à payer
(20 797)	(3746)	Frais payés d'avance
997 71	22 437	Stock d'émissions*
908 8	(691 7)	Débiteurs Débiteurs
		: covenance (utilisation) des liquidités
de dollars)	(milliers)	
Z000	1002	

"Excluent l'amortissement des immobilisations, totalisant 2 millions de dollars (9 millions en 2000).

17. Instruments financiers

Les placements à court terme, les débiteurs, les créditeurs et charges à payer ainsi que l'obligation en vertu du contrat de location-acquisition sont évalués au prix coûtant, ce qui correspond à la juste valeur. La Societé effectue des placements sur le marché monétaire à court terme. Elle n'acquiert que des titres garantis en totalite par le gouvernement du Canada (échéance maximale de 91 jours). Le portefeuille de placements de la Societe a dégagé un rendement global de 5,44 % pour l'exercice termine le 31 mars 2001 (5,13 % en 2000).

18. Chiffres correspondants

Lettains chiffres correspondants de l'exercice precedent ont ete reclasses de taçon a etre conformes a la présentation du présent exercice.

12. Obligation en vertu du contrat de location-acquisition

Le contrat de location-acquisition vise les locaux occupés par la Société à Toronto. Les versements minimaux de loyer à venir et l'obligation connexe s'établissent comme suit :

LDL D	Moins : Iranche à court terme Tranche à long terme
388 928	Obligation de location-acquistion
*************************************	Déduire : les întêrête implicites (7, 53 %) set les frais accessoires
875 529	Total des versements minimaux à venir
710 334	2007 à 2027
33 036	900Z
33 036	2002
33 036	. Toot
33 036	2003
. 33 036	2002

La Société est propriétaire du terrain sur lequel est situé le Centre canadien de radiodiffusion à Toronto. La dépense d'intérêt relatif au contrat de location-acquisition du Centre est de 28,8 millions de dollars et est inclus dans les dépenses de l'exercice. Au terme du bail, la Société sera propriétaire de l'immeuble.

13. Engagements

a. Reliés aux émissions et autres

Au 31 mars 2001, le total des engagements s'établissait à 344 millions de dollars, ce qui comprenait 287,8 millions pour les achats d'émissions, les droits sur les émissions, et 12,1 millions pour les achats d'émissions, les droits sur films et les coproductions, et 12,1 millions pour les immobilisations.

b. Contrats de location-exploitation

Les versements annuels à venir relativement aux contrats de location-exploitation se présentent comme suit :

580 413	Total des versements à venir
120 984	200€ à 2028
17 736	2002
18 253	2004
31 277	Z003
29 193	Z00Z
(milliers de dollars)	

Régimes de retraite de CBC/Radio-Canada et autres avantages sociaux futurs (suite)

697 76	LZL 98	10 742	Passil – prestations/indeminiés constituées, fin de l'exercice
(14 062)	(13 300)	(294)	Prestations des régimes sans capitalisation
	_	-	Contributions de la Société aux régimes de retraite
(±88 ±G)	949 41	(72 460)	futurs de l'exercice
			Dépenses (revenus) au titre des avantages sociaux
848 (88)	819 8	(966 Z6)	Amortissement du passif (de l'actif) transitoire
Z69 6		Z69 6	Amortissement du coût des prestations au titre des services passés
(224 801	2 -	(224 801)	Rendement attendu sur la valeur actuarielle de l'actif
990 961	1718	187 924	Intérêts débiteurs sur l'obligation au titre des prestations constituées
23 633	4189	91874	Coût des prestations au titre des services rendus au cours de l'exercice
			: srutur xueisos sagarneva sab estir us (zunever) seenegē
991	124 28	196 E8	Passil – prestations/indemnités constituées, début de l'exercice
353 622	(960 881)	817 824	Excédent (déficit) au 31 mars 2001
3 329 679	133 096	3 226 583	Obligation – prestations/indemnités constituées, fin de l'exercice
10E E89 E	1 -	3 683 301	Juste valeur de l'actif des régimes, fin de l'exercice
(S)	nelliers de dolla	u)	
16101	Autres Myantages socieux sutut	riegimes de retraite As de CBC/ sbeneJ-obsA	

L'obligation au titre des prestations constituées pour le Régime de retraite de CBC/Radio-Canada et les régimes de retraite sans capitalisation est respectivement de 3 195,7 millions de dollars et de 30,9 millions de dollars au 31 mars 2001.

L'amortissement du coût des prestations au titre des services passés est le résultat d'une modification au Régime de retraite de CBC/Radio-Canada, qui a occasionné un remboursement aux participants d'une part de leur contribution. Au 31 mars 2001, le coût non amorti des prestations au titre des services passés s'établit à 120 millions de dollars.

L'actif transitoire non amorti au 31 mars 2001 est de 1 163.2 millions de dollars pour le Régime de retraite de CBC/Radio-Canada et de 40 millions de dollars pour les autres avantages sociaux futurs.

b. Compression des effectifs

L'exercice termine le 31 mars 2001 a été la première année de mise en œuvre du plan de compression des effectifs de la Société. Les résultats obtenus à ce jour sont conformes au plan élaboré.

10. Vente des coentreprises

Au cours du premier trimestre de l'exercice, la Société et son coinvestisseur ont finalisé la vente des coentreprises pour une somme de 153 millions de dollars. La Société détenait une participation de 50 % dans ces coentreprises et elle a reçu sa part du produit de la vente.

1). Passif relié aux employés

Le passif relié aux employés s'établit comme suit :

Michael Carlot and Carlot and Carlot	699 911	153 765	VLL 16	161 243
utres ¹	106 09	77 512	302	-
ompression des effectifs – note b)	12 701	57 934 B	-	t80 6
demnités de vacances	496 Lt	61884	Resid	- 3
régimes de retraite – aton – sierter et	_	- 3	727 88	961 89
vantages sociaux futurs autres que les				
(s əton – ətistər əb zəmigə	-	- 3	10 742	196 88
		b saeillim)	e dollars)	
	поэ	t terme	биот	erme
	2001	Z000	1002	2000

Incluant le passif relié aux salaires.

a Regimes de retraite de CBC/Radio-Canada et autres avantages sociaux futurs

La Société souscrit à un régime de retraîte à prestations déterminées, le Régime de retraîte de CBC/Radio-Canada, pour la presque totalité des membres de son personnel. Les prestations de retraite sont fonction de la durée des services validables et de la moyenne du salaire admissible des cinq meilleures années consécutives au cours des dix dernières années de service. Les employés sont tenus de verser une cotisation équivalant à un pourcentage de leur salaire admissible, la Société fournissant le reste du financement, au besoin, en fonction des évaluations actuarielles qui sont faites au moins tous les trois ans. La Société souscrit aussi à des régimes de retraîte à prestations déterminées non cotisables sans capitalisation.

13 300	Prestations versées au cours de l'exercice – autres avantages sociaux futurs
173 730	Prestations versées au cours de l'exercice – régimes de retraite
21 439	Cotisations des employés
(arsllob eb areillim)	Montants annuels :
2,50 % pour les années ultérieures	
;sue g unod % 0g'8	Soins de santé – tendance
% 00′₺	anoitomorq eal te et les promotions
	Taux de croissance de la rémunération, y compris les primes au
% 00'9	Taux d'actualisation, fin de l'exercice
% 09'9	Taux d'actualisation, début de l'exercice
% 9L'9	zəmigər de rendement prévu à long terme de l'actif des régimes
	Hypothèses – taux annuels :

7. Impôt sur le revenu et impôt des grandes sociétés

:emporaires non inscrits auparavant. 2000 est nul, si on exclut l'impôt des grandes societés, en raison de l'utilisation de pertes et d'écarts la los federale (surtaxe comprise) de 39,27 % (2000 – 39,52 %). Le taux d'imposition réel de 2001 et de and the limpos deanges generges. Le taux d'imposition normal est le taux d'imposition net prevu par sur e revenu pour ses propres activités. La charge fiscale nette de la Societé pour 2001 est exclusivement assacriette aux dispositions de la Loi de l'impôt sur le revenu (Canada), mais pas aux impôts provinciaux En tant que societe d'Etat visee par la partie LXXI du Règlement de l'impôt sur le revenu, la Societé est

tissement sur les autres immobilisations, parce que les acquisitions sont financees en majeure partie est reparti sur plusieurs exercices. Règle générale, la Société ne réclame pas de déduction pour amorque de la déduction pour amortissement sur le contrat de location-acquisition pour lequel le financement temporaires proviennent genéralement de la charge de retraite et des indemnités de départ à payer ainsi qu'à des fins comptables, dont le bénéfice n'est pas inscrit aux présents états financiers. Ces écarts autres à des fins fiscales à diverses provenant d'élèments reportes à des fins fiscales à diverses périodes autres echeance en 2007. La Société a également des écarts temporaires nets de 35,3 millions de dollars 2000) à des fins fiscales, dont le bénéfice n'est pas inscrit aux présents états financiers et qui vient à La Societé a un report de perte sur les exercices ulterieurs de 9,8 millions de dollars (30,5 millions en

par le gouvernement du Canada (voir la note 4).

8. Immobilisations

	t tûoð	Amortissement cumulé		ent ent
		ab staillim)		
SU	34 772	_	34 772	34 772
səlqr	th1 60p	224 834	184310	194 691
eupindoet treme	1 180 133	883 222	878 882	332 463
er, matériel de bureau et ordinateurs	989 111	73 738	867 04	999 97
səjr	39 072	996 97	12116	13 109
orations locatives	t199	4 208	S 306	S 202
n location-acquisition	812 178	122 554	389 624	t00 90t
s d'immobilisations en cours	62 1 23		62 123	886 79

15.1 milhons en 2000). Cette charge est incluse dans l'amortissement des immobilisations à l'état Lamortissement de l'exercice pour le bien en location-acquisition est de 15,4 millions de dollars

Fonds d'immobilisations reporté

des résultats et du fonds effectif.

TH 580	£Z8 999	Solde, An de l'exercice
(600 091)	(105 741)	Amortissellidommi b zbnot ub tramazzinomA
274211	Z10 601	Crédit parlementaire pour dépenses en immobilisations (note 4)
724 088	111 989	Solde, début de l'exercice
(saellob e	(milliers de	
2000	2001	

c. Résultats nets pour les immobilisations

L'acquisition d'immobilisations est financée par des crédits parlementaires. Certains éléments considéres comme des ajouts aux immobilisations d'un exercice peuvent être financés par des crédits parlementaires au cours d'exercices différents. Ces écarts sont décrits ci-dessous :

5814	7 393	Excédent du financement gouvernemental, fin de l'exercice
977 4 726	2914	Excédent du financement gouvernemental, début de l'exercice
(2181)	64p p	financement gouvernemental
- 15		Résultats nets pour les immobilisations pour l'exercice, en fonction du
321	(991)	Variation de la quote-part proportionnelle des actifs des coentreprises
(2 133)	949 t	Excédent (déficit) du financement des immobilisations pour l'exercice
- 3	(3 082)	Portion du capital des paiements de location-acquisiton
(177 911)	(103 658)	Acquisition d'immobilisations
889 711 \$	111 382	Total du financement des immobilisations pour l'exercice
2166	2 368	Produit de la cession d'immobilisations
115 472	710 601	Financement en capital (note 4)
000 9	2 000	Financement en capital pour Radio Canada International
110 472	710 401	Crédits parlementaires et virements
e dollars)	(milliers d	
2000	1002	

5. Financement de Radio Canada International

Radio Canada International reçoit ses fonds selon les conditions d'une entente de contribution avec le gouvernement du Canada.

0ZS 0Z	SO 250	
000 9 10	2 000	nobilisations
12 520	12 250	noitstiolo
de dollars)	milliers (milliets	
2000	5001	

6. Services spécialisés

La Société exploite CBC Newsworld, le Réseau de l'information (RDI) et Galaxie en vertu de conditions de licence qui exigent que la Société rende compte des revenus et des dépenses différentielles de ces entreprises. CBC Newsworld et le Réseau de l'information (RDI) utilisent les excédents reportés des exercices antérieurs pour financer les activités de l'exercice courant. Au 31 mars 2001, l'excédent d'exploitation cumulatif net reporté pour financer des activités d'exercices à venir totalisait 10,2 millions de dollars pour CBC Newsworld (5,2 millions en 2000) et 59 000 dollars pour RDI (24 000 dollars en 2000).

4 207	92 839	91/0 L6	989 /	100 136	Z49 40t	Michigan Committee Committ
-	3 1 6 8	991 8	S 205	2 063	899 /	Galaxie
(601)	32 129	92 020	32	38 124	98 159	Réseau de l'information (RDI)
9184	119 79	ZZ8 89 🕺	966 t	676 99	91819	CBC Newsworld
		(stellob et	(milliers o			
19M	Dépenses	Revenus	19N	Dépenses	Revenus	
	2000			2001		

b. Rapprochement des résultats d'opération nets en fonction du financement gouvernemental

La Societe reçoit une partie importante de son financement sous forme de credits parlementaires.

*esque s sont fondes essentiellement sur ses besoins de tresorerie. Des dépenses comptabilissees dans l'exat des resultats et du fonds effectif d'un exercice donne peuvent être financees au moyen de credits parlementaires au cours d'autres exercices. C'est pourquoi les résultats d'opération nets de la Societe pour l'exercice en fonction du financement gouvernemental différent de ceux établis conformement aux principes comptables généralement reconnus du Canada. Les écarts sont décrits ci-dessous.

24 258	799 97	Excedent du financement gouvernemental, fin de l'exercice
109 91	24 258	Excédent du financement gouvernemental, début de l'exercice
LS9 8	Z 404	(exhuant l'effet de la vente de l'investissement en coentreprise)
		Résultats d'opération nets en fonction du financement gouvernemental
_	(80 465)	sesingentreon ne snemeszizevni'l
		eb estrevent de la vente de la vente de la vente de la vente de
4998	698 78	(sestingent l'effet de la vente de l'investissement en coentreprises)
		Résultats d'opération nets en fonction du financement gouvernemental
134717	: 82 333 ;	
(268 9)	(4 333)	Autres
(286 7)	(1 248)	Coots du stock d'émissions
8 939	(8 382)	Indemnités de vacances
(15 270)	(069 79)	Régimes de retraite de CBC/RAJ et autres sentines services sont de la service de la se
154 872	. \$6Z 6\$l	znoitszilidommi zəb tnəməzzinomA
		Éléments ne nécessitant pas d'apport du fonds d'exploitation :
124 375	844 741	
	S13	Autres
(AT)	(99)	Éléments de revenus liés à des immobilisations
6tt tG1	147 301	èrrogen anoitseilidommi'b abnot ub triemeseirromA
		Éléments ne contribuent pas au fonds d'exploitation :
28 315	147 944	Résultats nets de l'exercice
(SIPHOD)	et staillim)	
2000	1002	
-		

3. Modification de convention comptable

Depuis le 1° avril 2000, la Société a adopté les nouvelles normes de l'Institut canadien des comptables agréés pour les avantages sociaux futurs. Cette modification de convention comptable est appliquee de façon prospective. Les modifications importantes de la comptabilisation des régimes de retraite et des indemnités de cessation d'emploi sont les suivantes :

- L'enregistrement d'un actif/passif transitoire pour les régimes de retraite, qui est l'écart entre l'obligation au titre des prestations constituées et la juste valeur de l'actif du régime au 1^{er} avril 2000;
- L'enregistrement d'un passif transitoire relatif aux indemnités de cessation d'emploi, qui est l'écart entre l'obligation au titre des indemnités constituées à la date d'adoption des normes et la somme inscrite préalablement au bilan; et
- Le calcul de l'obligation au titre des prestations ou indemnités constituées en utilisant le taux du marché actuel et non l'estimation par la direction du taux d'actualisation à long terme.

De plus, les avantages sociaux après cessation d'emploi et après la retraite (autres que les prestations de retraite) sont enregistrés selon une évaluation actuarielle des éléments de passif et des dépenses connexes.

L'adoption des nouvelles normes se traduit par un revenu de 72,4 millions de dollars au titre des régimes de retraite et une dépense de 17,6 millions de dollars pour les autres avantages sociaux futurs, ce qui donne une diminution nette des dépenses de 54,8 millions de dollars.

4. Crédits parlementaires

Voici une ventilation des crédits parlementaires approuvés et des sommes reçues par la Société pendant l'exercice.

a. Crédits parlementaires approuvés et reçus

Fonds de roulement	000 1	000 ₺
	710 601	115 472
Fonds d'immobilisations reçu du gouvernement pour Radio Canada International	000 9	000 9
	T10 401	110 472
Somme gelée à reporter à l'exercice 2001-2002	(23 000)	(54 694)
^r A səsnəqəb səb əristnəməlqquz təgbud – noitstiolqxə'b sbnof (au) ub tnəməriV	13 298	(908 309)
Financement annuel	617.511	143 472
Ponds d'immobilisations		
	890 764	917 497
¹ A seznegèb seb enistnemèlqqus tegbud – anoitscilidommi'b abnot (us) ub tnement	(13 298)	908 8
Financement annuel	998 408	60t 99Z
noutstiolqxa`b sbno7		
	(milliers de	e dollars)
	1002	Z000

d'un exercice au suivant au moyen des lois de crédits déposées à la Chambre des commos sont virées d'un crédit à l'autre ou repordées d'un exercice au suivant au moyen des lois de crédits déposées à la Chambre des communes.

f. Avantages sociaux futurs autres que les régimes de retraite

20 cete fournit a ses employes d'autres avantages sociaux futurs tels que les indemnités de cessation c emploi, les indemnités de vacances, le maintien des avantages sociaux en cas d'invalidité de longue c employe.

Le coût de ces avantages sociaux, autres que les indemnités de vacances, est calculé selon une methode actuarielle au protata des années de service et tient compte des meilleures hypothèses de la direction concernant notamment la croissance des salaires, l'inflation, l'âge de la retraite des employés, le taux de monalité des participants et les coûts prévus des soins de santé.

L'obligation transitoire reliée aux indemnités de cessation d'emploi est amortie sur la moyenne des annees de service restantes prévues des employes (13,5 ans). L'obligation transitoire reliée aux primes d'assurance-vie après la retraite, au maintien des avantages sociaux en cas d'invalidité de longue durée et à l'indemnisation des accidents du travail est amortie sur le nombre applicable d'années de service restantes des participants aux régimes, soit respectivement 15,7 ans, 7,6 ans et 9,0 ans.

Les indemnites de vacances sont évaluées selon les échelles salariales en vigueur à la fin de l'exercice pour toutes les indemnités de vacances inutilisées qui s'accumulent au crédit des employés.

Pursque le passif de ces indemnités sera financé principalement par des crédits alloués par le gouvernement du Canada dans le futur, il n'exerce aucun effet sur les résultats d'exploitation nets de la Société pour l'exercice, établis en fonction du financement gouvernemental.

g. Impôts sur le revenu

La Societé utilise la méthode du report d'impôts pour inscrire l'impôt sur le revenu. Les écarts cumulès entre les impôts ainsi calculés et les impôts exigibles à court terme proviennent essentiellement des ecarts temporaires et représentent des impôts sur le revenu reportés. La Société a aussi des avantages non inscrits au titre d'impôts reportés qui seront enregistrés lorsqu'ils seront réalisés.

h. Incertitude relative a la mesure

La préparation des états financiers conformément aux principes comptables genéralement reconnus du Canada exige que la direction fasse des estimations et des hypothèses qui influent sur le montant déclaré de l'actif et du passif et les dépenses déclarés pendant l'exercice vise. Le passif relié aux employés, la durée de vie utile estimative des immobilisations et le passif eventuel sont les éléments les plus importants qui font l'objet d'estimations. Les chiffres réels pourraient différer de ces estimations.

c. Immobilisations

Les immobilisations sont inscrites à leur valeur d'acquisition, moins l'amortissement cumulé. Le coût des biens construits par la Société comprend les matériaux, les frais directs de main-d'œuvre et les frais généraux qui s'y rapportent. Les immobilisations relevant de contrats de location-acquisition sont inscrites à la valeur actualisée des versements minimaux de loyer au début du bail. L'amortissement est calculé selon la welthode linéaire en fonction de taux basés sur la durée de vie utile estimative des biens, comme suit :

sns d	• Véhicules
sue g	• Ordinateurs
sns Of	• Mobilier et matériel de bureau
sue 3	sərtuA
sns 02	Émetteurs et pylônes
	• Equipement technique
sns &&	• Immeubles

Les améliorations locatives sont capitalisées et amorties sur la durée restante du contrat de location (durée maximale de cinq ans). Les sommes relatives aux projets d'immobilisations en cours sont reportées à la rubrique appropriée des immobilisations lorsque le projet est achevé, et elles sont alors amorties conformément à la politique de la Société.

d. Charges reportées

Les charges reportées engagées relativement au développement des chaînes spécialisées sont amorties sur la période de la licence d'exploitation. Toutes les autres charges reportées sont amorties selon la durée de l'entente pertinente.

e. Charges et obligations associées aux régimes de retraite

La Société souscrit à des régimes de retraite à prestations déterminées qui offrent diverses rentes de retraite fondées sur le nombre d'années de service et le salaire moyen en fin de carrière.

La charge au titre de prestations de retraite acquises par les employés est déterminée selon une méthode actuarielle de répartition au prorata des années de service et tient compte des meilleures hypothèses de la direction concernant notamment le rendement attendu à long terme de l'actif des régimes, la croissance des salaires, l'inflation, l'âge de retraite des employés et le taux de mortalité des participants.

La charge de retraite comprend le coût des prestations au titre des services rendus au cours de l'exercice, l'intérêt débiteur sur l'obligation au titre des prestations constituées, le rendement attendu du capital investi sur la valeur actuarielle de l'actif des régimes, l'amortissement de l'actif/passif transitoire et l'amortissement du coût des prestations au titre des services passés. La valeur marchande relative aux actifs du régime est utilisée pour le calcul du rendement attendu des actifs du régime est utilisée pour le calcul du rendement attendu des actifs du régime est utilisée pour le calcul du rendement attendu des actifs du régime.

L'actif/passif transitoire et les redressements dus à des modifications aux régimes sont amortis sur la durée moyenne estimative du reste de la carrière active du groupe d'employés (13,5 ans).

L'écart entre la charge de retraite accumulée et les cotisations patronales aux régimes constitue au bilan un passif relié aux employés.

Notes afférentes aux états financiers

paris l'exercice terminé le 31 mars 2001

1. Pouvoirs et objectifs

CBC Radio-Canada a eté constituée en vertu de la Loi canadienne sur la radiodiffusion de 1958, 1968 et 1991. Elle est mandataire de puis maintenue en vertu des lois sur la radiodiffusion de 1958, 1968 et 1991. Elle est mandataire de Sa Majesté, et tout bien qu'elle acquiert devient la propriété de cette dernière.

A titre de radiodiffuseur public national, CBC/Radio-Canada offre, dans les deux langues officielles, des services de Radio, de Télévision et de Mouveaux Médias comportant une programmation principalement et typiquement canadienne, afin de refléter la globalité canadienne et de rendre compte de la diversité régionale du pays, à l'intention des auditoires nationaux et régionaux.

Principales conventions comptables

Les états financiers de la Société sont préparés conformément aux principes comptables généralement reconnus du Canada. Voici une description des principales conventions comptables.

a. Crédits parlementaires et fonds d'immobilisations reporté

La Société est financée principalement par le gouvernement du Canada. Les crédits parlementaires servant aux dépenses d'exploitation sont comptabilisés dans l'état des résultats et du fonds effectif. Les credits parlementaires pour les dépenses au titre des immobilisations amortissables sont comptabilises comme fonds d'immobilisations reporté au bilan et sont amortis de la même façon et sur les mêmes périodes que les immobilisations connexes. Les crédits parlementaires pour le fonds de roulement et les périodes que les immobilisations connexes. Les crédits parlementaires pour le fonds de roulement et les immobilisations non amortissables sont portés au compte du fonds effectif.

b. Stocks d'émissions

(I) ZIOCKS Q GWISSIOUS

Les émissions réalisées, en cours de production ou disponibles pour la vente sont inscrites à leur valeur d'acquisition, laquelle comprend le coût du matériel et des services, ainsi que la quote-part de la main-d'œuvre et des frais généraux imputables aux émissions.

Les coúts des émissions sont imputés à l'exploitation lorsque les émissions sont diffusées, vendues ou jugées inutilisables.

(II) Droits sur les films et les textes

La Societe prend des engagements contractuels relativement à des droits sur des films et des textes tes parenns effectues selon les films et les textes sont imputes à l'exploitation suivant la grille de programmation approuvée ou lorsqu'ils sont jugés inutilisables.

État des flux de trésorerie

pour l'exercice terminé le 31 mars

661 18	620 1/1	Encausse et placements à court terme, fin de l'exercice
73 772	81 499	ncaisse et placements à court terme, début de l'exercice
7277	92 530	Augmentation de l'encaisse et des placements à court terme
(114 485)	(090 901)	
982 9	(20t S)	Charges reportées
(177 911)	(103 658)	Acquisition d'immobilisations
		ACTIVITĖS D'INVESTISSEMENT
689 711	378 781	
-	679 97	Produit de l'aliénation des coentreprises
2166	2 368	snoitesilidommi'b noitenaties la stiuborq
(6t0t)	(697 7)	Portion de capital des paiements de location-acquisition
9 000	000 g	d'immobilisations pour Radio Canada International
		Financement gouvernemental pour l'acquisition
000 t	000 t	Fonds de roulement
110 472	710 1 01	Fonds d'immobilisations
		Crédits parlementaires (note 4) :
		A TINITÉS DE FINANCEMENT
t 623	91011	
(34 675)	Z 363	caisse et placements à court terme (note 16)
		Variation nette des soldes du fonds de roulement hors
(124 449)	(105 741)	Amortisselidommi'b abnot ub tramasaitromA
-	(8 204)	Participation dans des coentreprises
(981 9)	(63 469)	Passif relié aux employés — long terme
198 6	(8 352)	Passif relié aux employés – court terme
1187	6113	Amortissement des charges reportées
154 872	149 294	Amortissement des immobalisations
		Postes hors caisse :
t/	99	znoitszilidommi'b noitenáils'i ruz afrag
-	(91 149)	Gain sur l'aliènation des coentreprises
28 315	749 TA1	Résultats nets pour l'exercice
		ACTIVITES D'EXPLOITATION
		FLUX DE TRÉSORERIE PROVENANT DE (ENGAGÉS POUR) :
e dollars)	b enailliers of	
000Z	2001	

Les notes ci-jointes font partie intégrante des états financiers.

ELVESVI

1 223 289

(43 284)

hell'isi'l

1116 739

099 801

Bilan

S.P. . . 2 78

	002 311 1	1 222 200
fonds d'immobilisations reporté (note 9)	28 949	111 989
(S1 aton) notizitupos-notizonel ab tertinos ub utrav na notisegildo	372 138	986 948
(ff eton) sáyoldma xus áilar fiszeg	<i>711 16</i>	161 243
emiet gnol Á		
	568 635	283 808
Obligation en vertu du contrat de location-acquisition (note 12)	Lt/L t	60t t ;
(ff eton) séyolqme xus éiler fiszse	699 911	123 765
Créditeurs et charges à payer	618 871	122 234
À court terme		
FISZA9		
	HED HED I	ELEESO !
Charges reportées et autres éléments d'actifs	11841	14 557
(8 ston) and satisfaction (8)	1 022 927	998 890 1 :
	997 697	168 088
Frais payés d'avance	47 208	797 87
Stock 3 emissions	151 933	146 503
Depresurs	960 911	728 801 4
Encaisse et placements à court terme (note 17)	174 029	667 18
À court terme		
AITJA		
	znaillim)	de dollars)
	2001 sneillim)	op ap

Engagements et éventualités (notes 13 et 14)

Les notes ci-jointes font partie intégrante des états financiers.

: noiterisinimbe'b liezno ub mon us evvorqqA

Un administrateur,

Fonds effectif

FONDS EFFECTIF

Un administrateur,

État des résultats et du fonds effectif

pour l'exercice terminé le 31 mars

(43 284)	099 801	Solde du compte du fonds effectif, fin de l'exercice
000 t	000 7	Financement du fonds de roulement (note 4)
(669 94)	(43 284)	Solde du compte du fonds effectif, début de l'exercice
28 315	147 944	Résultats nets pour l'exercice
2 751	S 688	Impôt sur le revenu et des grandes sociétés (note 7)
990 18	150 632	Résultats avant innotats
	98 145	Gain sur l'aliénation des coentreprises (note 10)
		REVENU HORS EXPLOITATION:
31 066	784 <u>Z8</u>	Résultats d'exploitation avant revenu hors exploitation
934 684	628 996	
154 449	147 301	(e eton) etnoitseilidommi'b zbnot ub tnemezzinomA
12 250	12 220	Financement affecté à Radio Canada International (note 5)
217 437	890 767	Crédit parlementaire d'exploitation (note 4)
		FINANCEMENT GOUVERNEMENTAL:
(819 609)	(874 392)	revenu hors exploitation to noitation at noitation
-		Perte d'exploitation avant financement gouvernemental,
981 804 1	1 396 322	
164 872	149 294	snoitseilidommi ebb triamassitromA
\$ 15 273	12 920	elenoiten noitertainimbA
13 041	14 282	səəving anoista xus atnamaisq
17 153	722 SI	Radio Canada International
108 89	118 89	Transmission, distribution et collecte
658 26	100 136	Services spécialisés (note 6)
ZOZ 190 1 %	1 042 605	Outs des services de télévision et de radio
		DEPENSES
892 405	921 930	
718 87	940 99	Divers
940 76	278 701	Services spécialisés (note 6)
328 705	349 183	Publicité et ventes d'émissions
		BEAENDS
de dollars)	(miniers o	
2000	2001	
0000	1000	

Les notes ci-jointes font partie intégrante des états financiers.

Rapport du vérificateur

Au conseil d'administration de la Socrété Radio-Canada et à la ministre du Patrimoine canadien

Ja verrie le bilan de la Societe Radio-Canada au 31 mars 2001 et les états des résultats et du fonds effectif et des flux de trésorerie de l'exercice terminé à cette date. La responsabilité de ces états franciers incombe à la direction de la Société. Ma responsabilité consiste à exprimer une opinion sur ces états financiers en me fondant sur ma vérification.

Ma vérification a éte effectuee conformément aux normes de vérification généralement reconnues du Canada Ces normes exigent que la vérification soit planifiée et exécutée de manière à fournir l'assurance raisonnable que les etats financiers sont exempts d'inexactitudes importantes. La vérification comprend le contrôle par sondages des éléments probants à l'appui des montants et des autres éléments d'information fournis dans les etats financiers. Elle comprend également l'évaluation des principes comptables suivis et aux les etats financiers. Elle comprend également l'évaluation des principes comptables suivis et des estimations importantes faites par la direction, ainsi qu'une appréciation de la présentation d'ensemble des états financiers.

A mon avis, ces états financiers donnent, à tous les égards importants, une image fidèle de la situation financière de la Societé au 31 mars 2001 ainsi que des résultats de son exploitation et de ses flux de trésorene pour l'exercice terminé à cette date selon les principes comptables généralement reconnus du Canada. Conformément aux exigences de la Loi sur la radiodiffusion, je déclare qu'à mon avis, à l'exception du changement apporté à la méthode de comptabilisation des avantages sociaux futurs expliqué à is note 3 des états financiers, ces principes ont été appliqués de la même manière qu'au cours de l'exercice précédent.

De plus, a mon avis, les opérations de la Société dont j'ai eu connaissance au cours de ma vérification des états financiers ont été effectuées, à tous les égaids importants, conformément à la partie III de la Loi sur la radiodiffusion et aux règlements administratifs de la Société.

La vérificatrice générale du Canada

Theisa France

ADT Jassif shart

Ottawa, Canada 1002 niui 2 91

Responsabilité de la direction à l'égard des états financiers

Les états financiers et tous les autres renseignements figurant dans le rapport annuel relèvent de la direction et ils ont été examinés et approuvés par le Conseil d'administration de la Société. Les états financiers, qui comprennent aussi des chiffres fondés sur la meilleure estimation de l'importance relative rience et du jugement de la direction, ont été préparés avec soin, en fonction de l'importance relative des opérations et selon les principes comptables généralement reconnus du Canada.

La direction de la Société tient des livres et des documents comptables, de même que des systèmes de contrôle et d'information à des fins de gestion financière et administrative, qui sont conçus pour la production de renseignements financiers fiables et exacts en temps opportun. Ces contrôles permettent de garantir raisonnablement que les biens sont protégés, que les ressources sont gérées avec économie et efficacité en vue de la réalisation des objectifs de la Société, que les opérations sont effectuées de façon efficacité en vue de la transactions sont conformes à la Loi sur la radiodiffusion et aux règlements administratifs de la Société.

Il incombe au vérificateur interne de la Société d'évaluer les systèmes, les méthodes et les pratiques de la Société. La vérification indépendante des états financiers de la Société et en fait un compte rendu à la Société Radio-Canada et à la ministre du Patrimoine canadien.

Le Comité de vérification du Conseil d'administration, qui comprend quatre personnes, dont aucune n'est membre de la direction, revoit les états financiers ainsi que le rapport de la vérificatrice générale y afférant, et fait des recommandations au Conseil d'administration à cet égard. Il supervise les activités de vérification interne et rencontre régulièrement la direction, le vérificateur interne et la vérificatrice générale du Canada pour discuter du processus d'établissement des rapports financiers ainsi que des questions concernant la vérification, la comptabilité et les rapports.

Ottawa, Canada 1002 nin 181 əl

Le chef de la direction financière par intérim,

Le président-directeur général,

125

Dépenses

es apenses d'exploitation ont diminue de 11,9 milhons de dollars en 2000-2001. Cependant, cette diminu-

- En avin 2000, CBC, Radio-Canada a commence a appliquer les régles concernant les avantages sociaux futurs, énoncées à la section 3461 du Manuel de l'ICCA. Cela a donc modifié les méthodes d'évaluations des avantages sociaux futurs, ce qui a eu pour consequence qu'un excedent net de 54,8 millions de dollars a été inscrit dans les résultats financiers de la Société.
- La Société a retransmis les Jeux olympiques de Sydney, et cette couverture a été louangée tant par les critiques que par les auditoires. Cette hausse extraordinaire de coûts est incluse dans le coût des services de Télévision et de Radio.
- Comme la Société s'inquiète des effets néfastes que peut avoir sur les employés le fait de travailler
 de longues periodes sans repos, elle oblige maintenant ses employés à épuiser leurs congés annuels
 courants et à réduire leur volume de congés accumulés non utilisés. Cette nouvelle politique a réduit
 d'environ 6,4 millions de dollars la charge d'indemnités de vacances à payer de la Société.

Financement gouvernemental

En 2000-2001, le gouvernement fédéral a accordé des augmentations salariales à ses fonctionnaires et d'autres formes de financement pour des hausses de coûts mineures, et CBC/Radio-Canada a obtenu des fonds supplémentaires conformes à ce qui a été accordé aux autres ministères et organismes gouvernementaux

Le 'onds d'immobilisations, qui totalisait 109 millions de dollars cette année, a servi en partie à financer ases projets lies à la conversion numérique de l'equipement et au regroupement des salles de nouvelles de la Télévision française et du Réseau de l'information.

Postes du bilan

, aogmentation de l'encaisse et des placements à court terme est principalement attribuable au produit de la senticipation de la Societé dans une coentreprise. Cette augmentation est contrébalancée par une diminution des stocks d'émissions à la suite de la diffusion de la série. Le Canada: Une histoire populaire / Canada: A People's History.

La reduct, on du passif relie aux employés résulte principalement de l'application du chapitre 3461 du "Complet ae i ICCA de la remotion des indemnites de vacances a payer ainsi que de la reduction des construct a payer eres a la compression des effectifs decoulant de la transformation, car la plupart des employes touches ont maintenant quitte la Société.

Aperçu financier

La Société poursuit sa transformation et, cette année, de plus en plus de Canadiens se sont tournées vers CBC/Radio-Canada en raison de sa programmation canadienne distinctive de haute qualité. Mentionnons notamment la couverture des Jeux olympiques de Sydney, la diffusion de sa série Le Canada: Une histoire populaire / Canada: A People's History, et l'hommage rendu à Pierre Elliott Trudeau. Cette transformation a nécessité la poursuite de la mise en œuvre du plan à long terme qui doit permettre à la Société de devenir plus efficace et de réaffecter davantage de ressources en programmation. Près de 400 postes permanents ont été supprimés à la suite de la mise en place de nouvelles tion. Près de 400 postes permanents ont été supprimés à la suite de la mise en place de nouvelles

Résultats de l'exercice

En fonction du financement gouvernemental – la base à partir de laquelle sont mesurés les résultats de CBC/Radio-Canada – l'excédent pour l'exercice est de 2,4 millions de dollars, ou encore de 26,7 millions de dollars si on inclut l'excédent reporté de l'exercice précédent.

Toutefois, les états financiers révèlent que la Société a terminé l'exercice avec des résultats nets de 147,9 millions de dollars, principalement en raison de deux nouveaux facteurs :

- Ptéparation de ses états financiers; c'est pourquoi elle inclut certains postes (comme l'amortissement) préparation de ses états financiers; c'est pourquoi elle inclut certains postes (comme l'amortissement) qui ne nécessitent ou ne constituent pas un apport du fonds d'exploitation courant. En plus de ces postes, qui étaient inclus dans les états financiers des exercices précédents, le chapitre 3461 du Manuel de l'ICCA exige maintenant que la Société prenne également en compte des éléments d'actif et de passif liés à certains avantages sociaux futurs. Cette nouvelle exigence se traduit, au net, par une réduction supplémentaire des dépenses de 54,8 millions de dollars (note 11a) pour l'exercice une réduction supplémentaire des dépenses de 54,8 millions de dollars (note 11a) pour l'exercice courant, ce qui explique en bonne partie la diminution par rapport à l'exercice précédent.
- La Société a constaté un revenu hors exploitation de 68,1 millions de dollars tiré du produit de la vente de sa participation dans des coentreprises qui s'occupaient de l'exploitation de Trio et de Newsworld International aux États-Unis.

La note 4b afférente aux états financiers donne plus de détails sur ces points.

Revenus

L'augmentation des revenus publicitaires était principalement attribuable à la couverture des Jeux olympiques de Sydney, malgré des baisses de revenus résultant de la fragmentation continue du marché, de l'accroissement de la concurrence et de la décision de la Société de réduire davantage la publicité dans la grille de la Télévision anglaise.

Les revenus des services spécialisés ont augmenté à la suite de la croissance du nombre d'abonnés et de la hausse des tarifs de base.

Le montant élevé des revenus divers de l'exercice précédent s'explique par les activités de diffuseur-hôte de CBC/Radio-Canada à l'occasion des Jeux panaméricains de 1999.

Conseil d'administration 2000-2001

Roy L. Heenan, O.C.

Président et premier associé Heerar B a Le Arocats Montreal (Quebec

Jane Heffelfinger

Comédienne et communicatrice Monday Publish eg Victoria (Colombie-Britannique)

Clarence LeBreton

Sous-ministre adjoint Formation et développement de l'emploi Gouvernement du Nouveau-Brunswick Caraquet (Nouveau-Brunswick)

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W. Thomas R. Wilson

President-directeur general Oceanic Adventures International Toronto (Ontario)

Guylaine Saucier, C.M., F.C.A.

Président du Conseil d'administration (Jusqu'en décembre 2000)

Robert Rabinovitch

Président-directeur général Président intérimaire du Conseil d'administration (depuis décembre 2000)

John Kim Bell, O.C.

Fondateur et président Nations Altonignal Achievement Foundation Torint (Datario

John A. Campion

(Jusqu'en janvier 2001) And ne' Backet Fasken Martineau DuMoulin Barristers and Solicitors

Toronto (Untario) Dr. Val H. Conway

Umata mangaste St. John's (Terre-Neuve)

Michelle Courchesne

N = presulente execut ve

Jadann Paulu 🐴

Communications et Ressources humaines



La responsabilité envers le public

et Elections 2000 : Le Journal (chaîne principale), et Décision 2000 (RDI). Un autre comité a examiné les émissions de radio L'entrevue et le Radiojournal de 8 h. Et enfin, pour la première fois, un comité de citoyens a été constitué pour examiner le site Internet Nouvelles de Radio-Canada.

Dans l'ensemble, la couverture de la campagne électorale fédérale par les différents médias francophones de CBC/Radio-Canada a été jugée satisfaisante : les grands principes de la politique journalistique ont été respectés, soit l'exactitude, l'équité et l'intégrité.

Les rapports des comités de citoyens ont été transmis aux responsables de la programmation, à la haute direction ainsi qu'au Conseil d'administration.

L'ombudsman des services anglais a constitué cinq comités consultatifs de citoyens pour évaluer dans quelle mesure CBC se conforme à ses propres politiques journalistiques. Quatre de ces comités ont surveillé la couverture de la campagne électorale fédérale dans les émissions. The World at Six et que le site Web Aational à la Télévision anglaise, The World at Six et que le site Web des services anglais, cbc.ca. Un cinquième comité a évalué l'émission Canada Now pendant la compagne électorale provinciale en Alberta.

Malgré quelques commentaires critiques, la plupart des membres des comités n'avaient pas de questions fondamentales à soulever pour ce qui est de l'exactitude, de l'équité et de l'intégrité de la programmation. Les rapports des comités consultatifs ont êté communiqués aux responsables des émissions en question, à la haute direction et au Conseil d'administration de la Société.

Coordonnées

Bureau de l'ombudsman, Services français Société Radio-Canada C. P. 6000 Montréal (Québec) H3C 3A8

The Umbudsman, English Services Canadian Broadcasting Corporation PO Box 500, Station A Toronto, Ontario MSW 1E6 ombudsman@toronto.cbc.ca

ombudsrc@montreal radio-canada.ca

Les mécanismes de responsabilisation Comme dans le passé, CBC/Radio-Canada a continué de rendre des comptes aux Canadiens quant à sa façon de remplir ses engagements. Elle a répondu de ses activités à la ministre de Patnonne canadien et au Parlement dans son Rapport annuel, dans son Plan d'entreprise et dans le Rapport annuel, dans son Plan d'entregément (également rendu public par CBC/Radio-Canada), au Conseil de la radiodiffusion et des télécommunications la fin de l'année de diffusion, les relevés statistiques et finn de l'année de diffusion, les relevés statistiques et de sux parties intéressées par l'intermédiaire de forums et de ses sites Web.

L'ombudsman

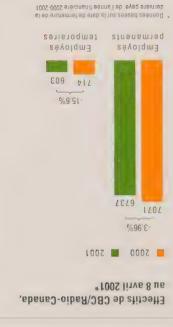
Le Bureau de l'ombudsman, une instance impartiale et indépendante, permet aux téléspectateurs et aux auditeurs d'adresser des plaintes sérieuses et non réglées ayant trait au journalisme de CBC/Radio-Canada et assure l'excellence de ses émissions d'information. Il fait enquête sur les plaintes et produit un rapport écrit qui aide à sur les plaintes et produit un rapport écrit qui aide à garantir l'excellence des émissions de nouvelles et d'information de la Société.

Le Bureau compte deux ombudsmans, l'un pour les services français, l'autre pour les services anglais. Ils relèvent directement du président-directeur général et sont complètement indépendants des directions des composantes médias de la Société.

En 2000-2001, le Bureau de l'ombudsman (services français et anglais combinés) a traité 1 377 plaintes, commentaires et autres communications. Deux cent quarante-deux communications concernaient la programmation française et 1 135, la programmation de langue anglaise. Parmi celles qui s'adressaient aux services français, 176 visaient des qui s'adressaient aux services français, 176 visaient des felissions d'information qui relevaient de la compétence de l'ombudsman; du côté des services anglais, on en comptait sur les émissions d'information ont fait l'objet d'un accusé sur les émissions d'information ont fait l'objet d'un accusé de réception et ont été transmises aux secteurs appropriés.

A l'occasion des élections fédérales tenues en novembre 2000, l'ombudsman des services français a constitué cinq comités consultatifs de citoyens afin d'évaluer dans quelle mesure la Société s'était conformée à ses politiques journalistiques. Trois comités ont examiné les émissions de télévision suivantes : Le Téléjournal/Le Point émissions de télévision suivantes : Le Téléjournal/Le Point





Equité en matière d'emploi

turianne was accepting des talents nouveaux et diversifiés dans le cadre du Radio anglaise ont renouvelé leur partenariat pour attirer ressources disponibles. Le Fonds Coup de pouce et la vaillé avec le Fonds Coup de pouce pour optimiser les français ont maintenu leur programme de stages et traservices techniques et du journalisme. Les services milieu de travail dans les secteurs de la production, des ficier d'affectations de perfectionnement et de stages en ont permis à des membres de groupes désignés de bénéreconduit et a aidé à financer une trentaine de projets qui Le Fonds Coup de pouce de CBC/Radio-Canada a été

Langues officielles

divers forums sur les langues officielles. par sa programmation et sa participation soutenue à nautés linguistiques vivant en situation minoritaire, tant voir le développement et l'épanouissement des commu--uomorq é framegegna nos unafinism s ebeneJ-oibeA\J8J



Une exploitation plus efficace

Le Service de l'ingénierie nationale a mis en œuvre le projet de satellite national CVN, qui a permis de comprimer et de rénover tout le réseau de distribution interne par satellite de la Télévision snglaise. Ceci a permis de faire des économies et d'éviter des coûts de plus de quatre millions de dollars par an, grâce à une moindre utilisation des transpondeurs de satellite et des installations de transmission connexes.

Seupsin seb noitsed

Bien qu'il existe à CBC/Radio-Canada un processus établi de gestion des risques et de contrôle, des changements ont été apportés cette année au cycle annuel de planification en vue d'améliorer nos façons de cerner, d'évaluer et de mettre en œuvre des plans d'action qui permettront de remédier aux risques les plus importants. Le cycle annuel de planification débute au printemps par un examen stratégique de la direction, se poursuit à au Conseil d'administration, et se termine en mars par la présentation des plans de gestion au Conseil pour la présentation. La gestion des risques fait partie intégrante de chachen de ces étapes.

Relations avec les syndicats

En 2000-2001, CBC/Radio-Canada a présenté une demande auprès du Conseil canadien des relations demande auprès du Conseil canadien les quatre unités de industrielles en vue de régrouper les trois unités de négociation des réseaux français afin de permettre aux réseaux de produire leur programmation de manière différente et de remédier à l'instabilité des relations avec les syndicats inhérente à la structure actuelle.

L'une des grandes priorités de CBC/Radio-Canada consiste à faire valoir les améliorations apportées à la gestion de l'entreprise. On trouvera ci-après quelques exemples de changements récents qui ont pour but d'accroître l'efficacité de la Société.

Groupe de travail sur la réingénierie

Le Groupe de travail sur la réingénierie de CBC/Radio-Canada a été créé en décembre 1999, afin d'examiner en profondeur les pratiques commerciales et de programmation de la Société. Le Groupe de travail s'est d'abord penché sur la Télévision anglaise, sur l'infrastructure de transmission et de distribution, sur la gestion des immeubles et sur le secteur des sports en vue de déterminer comment utiliser les ressources limitees de CBC/Radio-Canada de la manière la plus efficace possible, de sorte que la Société puisse tabler sur ses compétences de base et se concentrer sur le contenu de sa programmation – des émissions canadiennes distinctives de la plus haute qualité.

La motivation à la base de la création du Groupe de travail est maintenant philosophie à l'échelle de la Société, où la poursuite d'économies et d'améliorations est devenue monnaie courante.

Amélioration de la distribution anoissimà seb

Apres Windsor, Montréal et Toronto, CBC/Radio-Canada a lancé, cette année, des services de radio numérique à Vancouver. Les services numériques sont désormais accessibles à un auditoire potentiel de plus de dix millions de personnes. La distribution de données numériques à haute vitesse au moyen de transmissions radio en mode numérique à créé de nombreuses possibilités d'entreprises inter-industries et de nouvelles alliances stratégiques.



radio-canada ca en a remporté quelques-uns, incluant le prix Boomerangs, catégorie « site Internet, version électronique d'un média traditionnel », et le Web d'or, du Marché international du multimédia (MIM), dans la catégorie « jeu, jeunesse » pour La Ville de Calembourg Un Boomerangs a également été remis au site AllóSydney, dans la catégorie « sports ». bandeapart fm a été désigné site du mois dans le Guide Internet de l'édition de mars 2001. Toujours en mars, l'Office de la langue française décernait une mention spéciale à Radio-Canada pour son site Nouvelles sur le Web, dans le cadre de la remise annuelle des Mérites de la langue française dans les remises annuelle des Mérites de la langue française dans les remises annuelle des Mérites de la langue française dans les remises annuelle des Mérites de la langue française dans les annuelle des Mérites de la langue française dans les annuelle des Mérites de la langue française dans les annuelle des Mérites de la langue française dans les annuelle des Mérites de la langue française dans les annuelles des Mérites de la langue française dans les annuelles des Mérites de la langue française dans les annuelles des Mérites de la langue française dans les annuelles des Mérites de la langue française dans les annuelles des Mérites de la langue française dans les annuelles des Mérites de la langue française dans les annuelles de la langue de la

cbc.ca n'est pas en reste avec deux prix d'excellence lors de la compétition WebAward Site dans les catégories « Standard of Excellence » et « Outstanding Web Site » Le Webmestre de la Radio anglaise a remporté un prix MICAM, pour son rôle de premier plan dans la réalisation

Lors de la 3° édition du grand gala MIMI 2001, l'émission de Bande à part a remporté le prix Meilleure émission de radio Un disque d'or de l'Association de l'industrie canadienne de l'enregistrement a été attribué à la Première Chaîne, pour sa contribution au succès du disque Dix mille matins de l'interprète Daniel Bouchet

La Radio française a remporté le grand prix Boomerangs dans la catégorie « borne interactive » pour le projet « Soyez radio actif » qui permet aux visiteurs du Centre interactif des sciences de Montréal d'expérimenter toutes les facettes de la production d'une émission radio décemé à l'émission Macadam Tribus, pour le reportage décemé à l'émission Macadam Tribus, pour le reportage verties de la boule pour la pétanque »

Les services radiophoniques de langue anglaise ont récolté une soixantaine de prix nationaux et intérnationaux. Parmi les plus significatifs, on compte deux prix Gabriel, sept prix



du site *cbc.ca* et pour ses efforts soutenus pour développer l'infrastructure technique complexe nécessaire au maintien de ce site.

Le site jeunesse 72/seconds.com a recolte de nombreux prix, dont le Internet Tonite, catégorie « TechTV Network Feature », et le prix The Bandies, pour la meilleure intertace v suelle

Le disque Winter Poems: Music of Glenn Buhr, produit par Les disques SRC/CBC Records, a remporté le « Prairie Music Award for Outstanding Classical Recording of the Year »

L'equipe des lechnologies de l'information à remporte le Grand prix des OCTAS, catégorie « Innovation technologique, 201 employés et plus » de la Fédération de l'informatique du Québec pour son système de gestion de la diffusion

du New York Festivals et le prix Deutsche Welle Music Award. Cinq prix de l'Association des infirmières et infirmiers du Canada ont été remis à Radio One, dont trois pour l'excellence de ses reportages sur les soins de santé. La portion « Quiz Master » de l'émission Saturday Afremoon at the Opera, diffusée à Radio Two, a remporté

Radio One a gagné le prix Italia, dans la catégorie « meilleur documentaire culturel radio », pour « The Change in Farming ». De plus, quinze prix de l'Association canadienne des directeurs de l'information en radio-television lui ont été décernés. L'animateur de Basic Black, Arthur Black, a remporté la Stephen Leacock Medail for Aumour pour son livre Black Tie and Tales

Les sites internet de CBC/Radio-Canada ont obtenu plusieurs prix au cours de l'année. La section jeunesse de

et de Rough Cuts et de The Passionate Eye, Newsworld, 8 Genevieve Rioux et Luc Picaid

Chartrand et Simonne, Lelevision Hançaise



Many Welsh, Greg Thomey, Cathy Jones et Rick Mercer de This Hour Has 22 Minutes levisron anglaiser, 2 Jacques Bertrand, animateur de Macadam Tribus, Premiere Chaine 3 Site Welpeunesser 180seconds com; 4. Anna Maria Temonin, the firth estate, Televisron anglaise 5. Arthur Black, animateur de Basic Black, Radio One, 6. Adó, Televisron française 7. Michaelle Jean, animatrice de Grands Reportages et de RDI a l'ecoute, Reseau de l'information

Prix nationaux et internationaux

mer/Mayday » ses reportages « Le suicide assisté » et « Tragédie en Télévision française par le New York Festivals, pour Lone libre a reçu deux des trois prix décernés à la

pour the titth estate, une émission de journalisme la série humoristique This Hour Has 22 Minutes, et quatre canadienne du cinéma et de la télévision, dont trois pour La Télèvision anglaise a reçu 32 prix Gemini de l'Académie

et the fifth estate. de ses émissions d'actualités telles Venture, Marketplace à la Télévision anglaise, soulignant notamment la qualité Le prestigieux New York Festivals a remis quelque 20 prix

> des centaines de prix. De ce nombre, mentionnons et sur la scène internationale en se voyant attribuer lités de CBC/Radio-Ganada ont été honorées au pays Cette année encore, les émissions et les personna-

trois pour le téléroman 4 et demi... la série Un gars, une fille; ainsi que 25 Métrostar, dont pour la dramatique Chartrand et Simonne, et quatre pour La Télévision française a récolté 21 prix Gémeaux, dont six

chercheur, à Nancy (France); de même que le prix du meilmiers du Canada; le prix du public, au Festival du film de remporté trois prix de l'Association des infirmières et infir-L'émission de vulgarisation scientifique Découverte a



agricole de Nitra, en Slovaquie. animale de Nitra, lors du Festival international du film film et le prix du directeur de l'Institut de la production dans le cadre de La Semaine verte, a obtenu le prix Agrole cerveau ». Le reportage « Vétérinaire Hi-tech », diffusé dienne des rédacteurs scientifiques, pour « La musique et leur reportage (10-25 minutes), de l'Association cana-

la catégorie « meilleure prestation à l'écran ». l'Association canadienne de télévision pour câble, dans l'écoute. Mme Jean a également obtenu le prix Galaxi de trançaise pour son travail à Grands Reportages et RDI à le prix Raymond-Charette du Conseil de la langue Une autre journaliste, Michaëlle Jean, s'est vu décerner remise des prix Bayeux des correspondants de guerre. d'Azeb Wolde-Ghiorgis s'est classe deuxieme lors de la Le reportage « Un hommage à la liberté et à la démocratie »

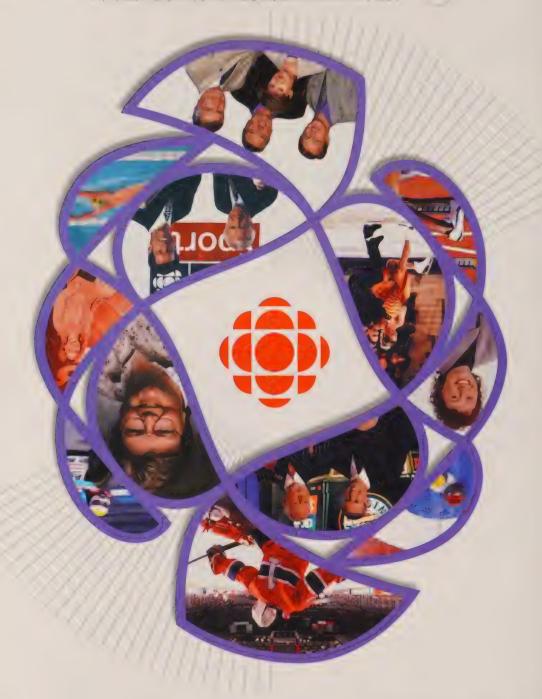
Da Vinci's Inquest, Made in Canada, Our Hero et Scorn. Writers' Guild of Canada pour les scénarios écrits pour a dominé les lop fen Awards for Excellence de la

La programmation dramatique de la Télévision anglaise

Samil & Stil de santé. Des prix ont été accordés à The National et à sonligner l'excellence de ses reportages sur les soins également remis deux prix à la Télévision anglaise pour L'Association des infirmières et infirmiers du Canada a

remportait le « Chamber Music America/VVQXR Award ». York, avec le disque Fête galante (étiquette Riche Lieu) qui siècle. La Chaîne culturelle s'illustrait également à New participation à la série de 52 émissions Musiques d'un Radio française le prix Paul-Gilson spécial pour sa langue française remettait à la Chaîne culturelle de la En décembre, la Communauté des Radios publiques de





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Des sports amateurs et professionnels rééquilibrés

avec Bell pour le site HelloSydney. La Télévision anglaise a également développé un partenariat lympiques qui a attiré un nombre de visiteurs sans précédent

de grande qualité à des coûts relativement modestes. Société a fait le nécessaire pour obtenir des circuits fiables Sydney et Toronto. Le groupe de l'Ingénierie nationale de la de nouvelles technologies de transmission du signal entre été possible, dans une large mesure, grâce à l'utilisation les services français et anglais de CBC/Radio-Canada a L'excellente couverture des Jeux olympiques fournie par

La Journée du hockey

desquels six équipes canadiennes de la LNH s'affrontaient. s'est terminée par la présentation de trois matchs au cours qui constituent les hauts lieux du hockey canadien. La journée emmené les téléspectateurs sur onze sites à travers le pays Alberta, Hockey Day in Canada: Celebrating the Game a 2001 et animée à partir du Bower Ponds de Red Deer, en tamilles et des collectivités canadiennes. Diffusée le 24 févrie émission qui a semblé toucher une corde sensible au sein des la deuxième Journée annuelle du hockey au Canada, une et sa longue association avec le hockey ont convergé lors de L'accent mis sur les sports amateurs par la Télévision anglaise

Coupe Grey

match final a aussi été retransmis sur le site Web. qu'un historique, des photos et des articles de fond. Le ment dans cbc.ca, des informations sur les joueurs ainsi trouver, sur un site Web spécialement consacré à l'événesemaines qui ont précédé le match, les amateurs ont pu sportif canadien le plus populaire du réseau. Au cours des présenté cette année en direct depuis Calgary – l'événement 49e championnat de la Coupe Grey à la Télévision anglaise, En novembre 2000, 3,2 millions de Canadiens ont suivi le

Autres sports

curling de Brier et le Scott lournament of Hearts. Comme nombreux auditoires ont suivi les finales des tournois de retransmis 40 matchs cette année. Une fois de plus, de qui est le diffuseur original des matchs des Blue Jays, a évênements. Le service des Sports de la Télévision anglaise, quatre meilleurs cow-boys du monde en compétition dans six présentant Prime Time Showdown, qui mettait en vedette les Télévision anglaise a célébré le Stampede de Calgary en les Jeux du Québec tenus à Rimouski. En juillet 2000, la a sidé la zone Sports en couvrant, pour radio-canada.ca, L'équipe régionale des Nouveaux Médias de Radio-Canada

> définir l'esprit canadien chez nous et à l'étranger. moments des carrières de nos athlètes qui ont contribué à internationaux. CBC/Radio-Canada a présenté les grands tes meilleurs événements sportifs nationaux et Depuis toujours, CBC/Radio-Canada retransmet

biographiques sur les athlètes amateurs du Canada. propose des nouvelles, des entrevues et des informations Nouveaux Médias ont pour leur part lancé un site Web qui documentaires sur le sport. La Télévision française et les səb tə İimoqs əmzilennuoj ub bregà'l é tnəməgsenə noz nombre de disciplines sportives présentées et elle a renforcé au cours des deux dernières années, elle a augmenté le couverture déjà considérable des sports amateurs de 50 % ment pris auprès du CRTC, la Télévision anglaise a accru sa - agegna nos é ta noitemroformation et à son engage sur toutes ses plates-formes médiatiques. Conformément de renforcer la couverture des sports amateurs au Canada Cette année encore, CBC/Radio-Canada a tenu sa promesse

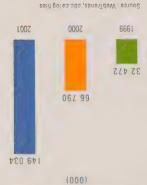
Jeux olympiques

des émissions enregistrées et diffusées en différé. plus que les auditoires des Etats-Unis n'avaient accès qu'à par la presse et le public, au pays et à l'étranger, d'autant direct. Cette décision a été accueillie très favorablement CBC/Radio-Canada a choisi de retransmettre les Jeux en le décalage de 15 heures entre l'Australie et le Canada, a vécu à l'heure des Jeux olympiques de Sydney. Malgré Du 15 septembre au 1er octobre 2000, CBC/Radio-Canada

26 novembre), qui présentent des athlètes handicapés. attention aux Jeux paralympiques de Sydney (du 11 au médiatiques. La Télévision anglaise a ensuite consacré son anglais de CBC/Radio-Canada sur les diverses plates-formes Canadiens avaient suivi la couverture des services français ou de la couverture à la Télévision anglaise, et 95 % des de tous les Canadiens avaient regardé au moins une partie programmation olympique. A la fin des Jeux, plus de 85 % Cet effort a permis de présenter au total 1 320 heures de anglais et les chaînes spécialisées partenaires, TSN et RDS. française et anglaise, les Nouveaux Médias français et français et anglais, le RDI et Newsworld, les Radios collaboration sans précédent entre les réseaux de Télévision La couverture offerte par CBC/Radio-Canada a nécessité une

pages vues, ainsi qu'une section consacrée aux Jeux parab snoillim 2,5 enregistré 2,6 millions de veet très reussi, AllóSydney, qui a enregistré 2,6 millions de Nouveaux Médias se sont associés à Bell pour créer un site Au cours des Jeux olympiques, la Télévision française et les

4° trimestre - janvier à mars des sites Web de CBC/Radio-Canada Nombre de requêtes de pages



voie traditionnelle et par les Nouveaux Médias. mation de la radio publique canadienne distribuée par davantage de Jeunes Canadiens à écouter la programet seront élargis et positionnés de manière à inciter Ces sites out reçu un accueil très favorable de la critique, musique composée et exécutée par de Jeunes Canadiens. des groupes encore peu connus) font la promotion de la newmusiccanada.com (des enregistrements produits par Radio anglaise de CBC/Radio-Canada et Radio Three) et

rejoindre les jeunes. succès - un bel exemple de partenariat qui permet de en janvier 2001, bandeapart.fm a remporté un grand et, prochainement, la Télévision. Depuis son lancement presse écrite (une chronique est publiée dans La Presse) passionnant auquel participent la Radio, l'Internet, la peuvent s'exprimer. Il s'agit d'un projet multi plates-formes où les nouveaux talents et les nouveaux styles musicaux 21 ans) sur Internet et sur Galaxie, pour offrir un espace La Radio française a lancé bandeapart fm (pour les 13 à



de 62 000 cartes ont été envoyées en six mois. adapté aux jeunes usagers a aussi été développé. Plus simultanement. Un centre d'envoi de cartes virtuelles avec beaucoup de succès, rejoignant 250 usagers en ligne vedettes très populaires auprès des jeunes a été tenue, la saison télévisuelle, une séance de clavardage avec des velles réalisations dans la zone jeunesse. Tout au long de vues mensuellement. Cette année encore, il y a eu de nouvisiteurs par mois, ce qui constitue 8 millions de pages Radio-Canada a accueilli une moyenne de 500 000 fidèles Du 1er avril 2000 au 31 mars 2001, le site jeunesse de

personnalites et interêts divers meilleur copain parmi les six personnages virtuels aux site jeunesse. En devenant membre, le jeune choisit son certainement l'une des sections les plus populaires du Avec ses 155 000 membres, la Fd6 (Filière des 6) est

scolaires du Québec. l'enseignement et la Fédération des commissions était organisé avec la Fédération des syndicats de un nombre record de 10 000 textes à ce concours, qui intitulé Fou, fou de mon prof. Les élèves ont soumis l'automne 2000, l'émission a organisé un concours la Radio française a lancé Ados-radio. Au cours de Dans la foulée du grand succès remporté par 275-allô,

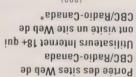
St. John's, en mars 2001. e Festival of Comedy d'Edmonton, Whitehorse, Regina et concours Reality Check. Out Front a également retransmis diens de 13 à 18 ans. Plus de 600 jeunes ont répondu au Reality Check, un projet auquel participaient des Canamoins de 25 ans, et en juin 2000, l'émission a présenté cours Audio Art 2000, qui s'adresse aux Canadiens de avril 2000, Out Front a présenté les lauréats de son condes nouveaux venus à livrer leurs histoires à la radio. En matins en semaine. Out Front invite de jeunes pigistes et diffuser dans un créneau de grande écoute régulier, les Radio One a déplacé son émission Out Front pour la

studio et concerts enregistrés spécialement pour la aux nouveaux médias. Justconcerts.com (séances en présente des sujets inspirés par les jeunes et adaptés 120seconds.com, destiné aux jeunes de 15 à 24 ans, Web dans le cadre de l'initiative jeunesse Radio Three. Cette année, la Radio anglaise a lancé trois nouveaux sites

> catégories confondues. le prix Gemeaux de la meilleure série jeunesse, toutes Inamelegé fishoquer siem ebened-oibeA eb ennetne l'é Matatatow célébrait non seulement sa dixième saison saison en janvier 2001, et le populaire téléroman jeunesse françaises de l'Ouest canadien, entamait sa cinquième 10 à 13 ans, produite et diffusée par les quatre stations Clan Destin, une série qui s'adresse aux jeunes de entrée magique et spectaculaire dans un univers virtuel. La Umension jeunesse, qui propose aux enfants une été encadrée dans un nouveau bloc de dessins animés, Le matin en semaine, la programmation jeunesse a

> pays, RCI a fait cette année des essais de leçons d'anglais sants pour eux A l'intention des eleves d'autres pour profs afin d'aider leurs élèves à naviguer sur les sites es.ebeneJ-oibeA eb essenuel, enos el eb noiserolexe b le souhaitent peuvent désormais recevoir le Guide « La câblo-éducation ». En outre, les enseignants qui programme diffusé dans les écoles par l'association destinée aux enseignants et aux écoliers, fait partie du (CBC News. Real). Une version longue de CBC News. Real, ainsi qu'à la Télévision anglaise dans le cadre de CBC4Kids nouveauté de cette année), à la Radio française (275-ados), one caux jeunes de 9 à 12 ans au PION (ADI Junior – une Des emissions d'information quotidiennes sont egalement

ebeneJ-oibeA\J8J pour enfants de langue russe ou chinoise.





dernière année"; en 2000, s'ils en avaient visité un "au cours des trois derniers mois" Source : ÉCQ 1998-2000 Note : En 1998, on a demandé aux gent s'ils avaient c'és visité un site Web de CBC/Radio-Canada"; s'ils en svaient visité un au s'ils veget na



JEUNESSE

Des services améliorés pour les enfants et les jeunes

que l'auteure a donnée à des reporters, petits et grands. assarq eb ecnerètros el eb deW el rus toerien en noisutific du Canada. Le point culminant de cet événement a été la l'unique entrevue accordée par l'auteure lors de sa tournée ment une entrevue avec J.K. Rowling dans Hot Type – couvert le phénomène Harry Potter, en diffusant notamseptembre et décembre 2000. CBC4Kids a largement nombre de ses membres augmenter d'un tiers entre Janvier 2000 et janvier 2001, et le « Kids Club » a vu le année: le nombre de pages vues par mois a triplé entre fréquentation du site a augmenté considérablement cette des histoires, des essais, des poèmes et des blagues. La endroit sûr sur Internet où l'on peut clavarder et publier des musiciens et des athlètes canadiens, et constitue un notamment des entrevues exclusives avec des auteurs, Le site Web cbc4kids offre un contenu canadien original,

En février 2001, le site Web cbc4kids a lancé Behind the Bands, une nouvelle rubrique mensuelle mettant en vedette des groupes pop canadiens; et l'émission hebdomadaire primée de la Télévision anglaise, Street Cents, la seule émission de consommation à l'intention des jeunes en Amérique du Nord, a animé une séance de clavardage en ligne axée sur l'entreprise, avec trois conseillers en affaires.

La Télévision française a également amélioré ses services destinés aux jeunes. En 2000-2001, elle a présenté en moyenne 20 heures par semaine d'émissions pour enfants et adolescents. Parmi ces 20 heures, 14 étaient des productions canadiennes.

L'émission Au m@x, lancée cette année à l'intention des jeunes de 9 à 12 ans, brosse le portrait de jeunes âgés de 10 à 20 ans qui sont des exemples de persévérance, de confiance en soi et d'engagement. Science point com, une série dramatique produite à Ottawa, également destinée aux 9 à 12 ans, explore des concepts scientifiques comme l'aérospatiale, la robotique, l'électronique, l'informatique et la paléontologie.

CBC/Radio-Canada est fière de sa longue tradition d'excellence dans le secteur des émissions jeunesse. Elle a à cœur les besoins d'apprentissage et de divertissement des jeunes et elle comprend qu'il est important de leur offrir une perspective canadienne sur le monde tout en préparant les futurs auditoires pour les émissions de qualité du radiodiffuseur public canadien.

La Télévision anglaise a ajouté 750 heures d'émissions pour ses jeunes auditoires cette année, une augmentation pour ses jeunes auditoires cette année, une augmentation de près du tiers par rapport à l'année précédente. Ce bloc élargi de programmation innovatrice et sans publicité du plan de transformation de la Télévision anglaise.

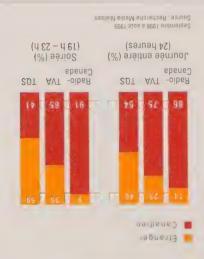
Teize nouvelles séries (dont Edgemont, Daring and Grace: Cette saison, ce qui porte le nombre total d'heures de programmation pour les enfants et les jeunes à la programmation pour les enfants et les jeunes à la Télévision anglaise à 40,5 heures par semaine (sept jours). Voici quelques points saillants de cette nouvelle grille.

Le bloc *Get Set for Life* (8 h 30 – 12 h en semaine) est destiné aux enfants d'âge préscolaire et à leurs parents. Il offre des émissions éducatives sans publicité axées sur le développement social, intellectuel et affectif des enfants de deux à cinq ans. *Get Set for Life* a attiré un grand nombre de nouveaux téléspectateurs, ce qui a porté la part de l'auditoire des jeunes de deux à onze ans dans l'ensemble du pays à 24 %, soit près de 50 % de plus que l'année précédente. La Télévision anglaise compte que l'année précédente. La Télévision anglaise compte plus vaste auditoire d'enfants au Canada à cette heure.

Le bloc *CBCAKids* (7 h – 8 h 30 et 16 h – 17 h en semaine; 7 h 30 – 9 h, le dimanche), un effort conjoint entre la Radio et la Télévision des services anglais, présente des émissions sions divertissantes, instructives et stimulantes aux enfants comme *Scholastic's Horrible Histories, Zoboomafoo,* comme *Scholastic's Horrible Histories, Zoboomafoo, CBCNews.Real* (un bulletin de nouvelles de cinq minutes pour les enfants) et The Magic *School Bus. CBC4Kids* et 6et *Set for Life* sont appuyés par un site Web qui a été printre, www.cbc4kids ca



Telévision française, Repartition de l'écoute consacrée aux émissions canadiennes



nouveaux artistes-étoiles et géré par les divers partenaires-étoiles de Galaxie, en conformité avec les exigences du CRTC; et un volet promotionnel (ou commanditaire) encourageant, chez les organismes ou

développement de nouvelles vitrines pour la releve.

partenaires-étoiles de promotion de la musique, le

Depuis son lancement en 1997, Galaxie aura contribue plus de 600 000 \$ au développement du talent canadien. Les montants disponibles pour le programme des Prix Étoiles Galaxie sont en croissance constante, Galaxie devant consacret 4 % de son revenu brut annuel à nette fin

Galaxie

GBC/Radio-Canada offre également une importante programmation musicale par l'entremise de son réseau de musique continue, Galaxie, qui compte déjà 1,8 million d'abonnés et dont le nombre grandit chaque jour. Après seulement trois années et demie d'existence, Galaxie est une grande réussite. Exploité comme une entreprise commerciale, ce service a une double mission: généret des recettes pour le radiodiffuseur public et appuyer le mandat culturel de CBC/Radio-Canada en présentant des mandat culturel de CBC/Radio-Canada en présentant des des artistes canadiens.

En engageant les meilleurs programmateurs musicaux de tout le pays, Galaxie a su offrir un menu d'une qualité constante, dans 30 genres différents, par l'entremise de systèmes de distribution numérique par satellite, câble et micro-ondes. Depuis deux ans, Galaxie obtient des indices de satisfaction de 95 % chez ses auditeurs au Canada.

L'intérêt de Galaxie est bien plus que commercial, car il donne à un nombre de plus en plus important d'artistes canadiens des possibilités de se faire connaître, qui vont largement au-delà de ce que peut offrir la radio commerciale, ce qui vient confirmer l'apport important de la Société à la promotion des talents canadiens.

Fier de son rôle « d'offrir au public canadien une vaste sélection de chaînes de musique continue mettant en relief les créateurs et les interprètes d'ici », le Réseau de musique continue a mis sur pied une nouvelle initiative face au mandat que lui confise le Conseil de la radio-diffusion et des télécommunications canadiennes (CRTC) dans le développement de la musique au Canada. En collaboration avec plusieurs partenaires à travers le pays, son programme des Prix Étoiles Galaxie comprend deux son programme des Prix Étoiles Galaxie comprend deux volets : un système de bourses en argent destinées aux volets : un système de bourses en argent destinées aux



la Première Chaîne l'émission hebdomadaire. Sur un air d'aller, diffusée à chanson francophone est bien mise en valeur lors de et Radio-concerts. De Québec et de Winnipeg, la Escale Jazz, L'opéra du samedi, L'opéra du Métropolitan notons : Concert aux beaux-arts, Concert et compagnie, émissions maintenues à l'horaire de la Radio française, site Web pour Les refrains d'abord. Parmi les anciennes un portrait inédit de sonorités nouvelles; et un nouveau francophone; Les techno mutants, en direct de Moncton, C'est du Jolis, une émission nationale sur la chanson La Première Chaîne a lancé trois nouveautés

concours, CBC/Radio-Canada découvre, encourage et fait Concours national des jeunes interprètes. Grâce à ces Awards et, conjointement avec la Radio française, le ve Radio-Ganada organise également les Canadian Literary Iwo, ainsi que par la Chaîne culturelle. La Radio anglaise le cadre de Two New Hours et de In Performance de Radio concerts Breaking the Sound Barrier seront diffusés dans compositeurs dans trois catégories différentes. Les a décerné des prix totalisant 43 000 \$ à de jeunes compositeurs de CBC/Radio-Canada. Un jury international Canada, ont organisé le 14º Concours national des jeunes Jeunesses musicales du Canada et le Conseil des arts du Radios française et anglaise, en collaboration avec les CBC/Radio-Canada au pays. A la fin mars 2001, les des chorales qui se produisaient dans six centres de d'amateurs de Radio-Canada en retransmettant en direct a présenté la finale du Concours national des chorales

la Chaïne culturelle et le Conseil des arts du Canada -

Plus tôt, en mai 2000, Radio Two - en partenariat avec

La Télévision anglaise a diffusé en deux vagues

connaître les jeunes artistes et les créateurs canadiens.

musiciens provenant de partout au pays. dans la stratégie du réseau visant à promouvoir les jeunes qui présente les groupes en concert devant public, s'inscrit les nouveaux venus sur la scène musicale. Cette émission, groupes et les artistes les plus branchés du pays ainsi que Music Works, une émission qui met en vedette les

Cirque Eloize. la musique de Cirque Orchestra, une création du Orchestre symphonique de Trois-Rivières qui interpréte de Moncton. Elle a par ailleurs produit le disque de ainsi que le Festival international du cinéma en Acadie Concert et compagnie en provenance de Rimouski Cette année, la Chaîne culturelle a présenté les Francopholies de Montréal et les Francouvertes. et de Petite-Vallée, le Festival de la chanson de Caraquet, ment Chant'ouest, Ontario pop, les festivals de Granby -moton, expeq el tuot ane de restivals au moins dans tout le pays, notam-La Première Chaîne est régulièrement associée à une



Septembre 1998 à soût 999 Global - Réseau ontarien seulement Source : Recherche Média Mielsen

Canadien

aux émissions canadiennes

Télévision anglaise, Répartition

de CBC/Radio-Canada, et Les disques SRC/CBC Records.

Concert, le Concours national des jeunes compositeurs

appuyer les activités de Radio Two: Music and Company,

De nouveaux sites Web ont été créés cette année pour

Take Five, I Hear Music, Mahler Week, Landmines

de l'écoute consacrée

Etranger |

les manchettes, en collaboration avec Vision TV religieuses et éthiques soulevées par les sujets qui font sion hebdomadaire consacrée aux questions spirituelles, Newsworld a continué à produire Moral Divide, une émis-

Entretiens et confidences. comme Pierre Morency et Françoise Faucher à ont pu suivre des entrevues avec des personnalites animée par Bernard Derome, tandis que les auditeurs documentaires regroupés sous Des idées plein la tête, La Chaîne culturelle de la Radio française a présenté des

Emissions musicales

plus de 200 000 auditeurs. son fidèle auditoire, ayant une portée hebdomadaire de de longue date Saturday Afternoon at the Opera a conservé 300 000 auditeurs chaque semaine, tandis que l'emission semaine cette année. Music for a While a eu une portee de portées hebdomadaires de près de 600 000 auditeurs par Drive, également diffusées à Radio Iwo, ont toutes eu des In Performance. Music and Company, Take Five et Disc émissions telles Symphony Hall, Choral Concert et On Stage, et sur les ondes de Radio Two dans des sur les ondes de Radio One dans des émissions comme prestations artistiques originales que l'on peut entendre anglaise offre au moins 50 heures par semaine de de choix dans les grilles de CBC/Radio-Canada. La Radio les œuvres et les interprètes canadiens, occupe une place La programmation musicale, surtout celle qui fait connaître

300 000 auditeurs. en provenance de Winnipeg, dont la portee est de plus de classique diffusée en semaine à Radio One et Radio Two, 2000, et Northem Lights, une émission de musique une émission de fin de semaine lancée en septembre Il y a eu de nouvelles émissions également : l'Hear Music,

diverses emissions. artistiques originales et des documentaires dans « la semaine Mahler » en presentant des prestations de Montréal. En novembre 2000, Radio Two a célébré quatre concerts donnés au Centre canadien d'architecture septembre 2000 pour enregistrer et diffuser une série de Radio Iwo a collaboré avec la Chaîne culturelle en

> Duestion de taille diffusé par la station d'Ottawa. nord du monde diffusés par les stations de l'Ouest; missionnaire et explorateur arctique et Voyage au totited aims total sent sent and xubat person. documentaires produits par des producteurs indépenrégionales ont diffusé pour leurs publics régionaux des Grandir dans la rue, 12 ans plus tard. Les stations génération du rêve Trudeau; Barbeau, libre comme l'art; matin; La technologie mangeuse de chair, Frenchkiss : la Anticosti au temps des Menier, La fièvre du samedi Parmi les productions diffusées, mentionnons l'occasion des documentaires inédits de grand intérêt. d'information hebdomadaire Lone libre qui diffuse à dans le cadre de la série Docs en stock ou du magazine écoute plusieurs documentaires canadiens, notamment pour sa part diffusé en primeur et en heures de grande Fidèle à son engagement, la Télévision française a

> upar a apung langues par la journaliste lauréate de plusieurs prix, coproduit six documentaires présentés dans les deux The Passionate Eye. Le RDI et Newsworld ont également mentaires intéressants et stimulants pour Hough Cuts et cinéma indépendant cette année en commandant 26 docu-Newsworld a accru son investissement dans le milieu du





Télévision française, Fournisseur de contenu canadien



matin, atteint environ 650 000 auditeurs. Ces deux demières émissions sont souvent enregistrées en direct à divers endroits au pays devant un large public enthousiaste.

A la Télévision française, l'émission de variétés L'Écuyer a été considérablement remaniée. La programmation culturelle de jour a été renouvelée avec un nouveau magazine de services de 90 minutes, C'est simple comme bonjour ! et avec Liza, qui revenait dans une formule différente faisant une plus large place à la discussion sur les enjeux de société et à la participation du public.

À la Télévision anglaise, Life & Times a souligné son 100° épisode avec un profil de l'astronaute Chris Hadfield. Depuis six ans, cette émission très populaire présente des biographies de Canadiens éminents.

Documentaires

Le documentaire est un autre genre d'émissions dans lequel CBC/Radio-Canada a toujours excellé.

La Télévision anglaise a présenté des documentaires aussi divers que *Star-Spangled Canadians* (sur des Canadiens qui sont allés vivre aux États-Unis), *Black October* (sur la Crise d'octobre), *Oedipus Unmasked* (sur le Festival de Stratford) et 10 seconds to Etemity.

Culture et variétés

CBC Bart o Carada presente regul eventent des emissions qui informent les Canadiens sur les activités, les prix et les personnalités du milieu artistique. The Arts Report, de Radio Two, est à l'horaire les jours de semaine depuis 1977, tandis que The Arts Update, à orientation locale, est andiendue tous les jours sur les ondes de Radio Two.

Radio One diffuse The Arts Today, animée par la reporter cheuronnee Éleanor Wachtel Newsworld présente covronnee Éleanor Wachtel Newsworld présente.

On the Arts, et Hot Type, une émission qui se penche on the Arts, et Hot Type, une émission qui se penche ouvreges et les auteurs contemporains.

Pour 2000-2001, la Télévision française a sjouté au nombre de ses émissions un nouveau magazine culturel, MC, une émission qui s'intéressait à la culture dans son sens le plus large, dans tous les domaines de l'expression artistique et culturelle. Les autres émissions sont:

Jamais sans mon livre, Expresso (sur la culture ontarienne) et Trajectoires (remplacée par Brio en janvier et couvrant la culture acadienne). À la Radio française, mentionnons la diffusion d'émissions culturelles comme Info culture et la diffusion d'émissions culturelles comme Info culture et moutaine d'émissions culturelles comme Info culture et magasine culturel sur radio-canada.ca/culture.

Les magazines électroniques de CBC/Radio-Canada, Info-culture et iCulture, contiennent une foule d'informations sur les arts au Canada et dans le monde entier. Des sites spéciaux pour le prix Giller et pour les Prix du Gouverneur général pour les arts de la scène ont été créés cette année sur iCulture. Après la mort de Pierre Elliott Trudeau, de nombreux articles ont été présentés dans la section nombreux articles ont été présentés dans la section Cultural Politics du volet anglais, où des artistes canadiens commentaient l'héritage laissé par l'ancien Premier ministre.

Au cours de l'année, Radio One a continué à diffuser ses émissions de variétés lautéates de plusieurs prix. Richardson's Roundup, les après-midi en semaine, a augmenté le nombre de ses épisodes et le volume de contenu original pour obtenir une portée hebdomaire de contenu original pour obtenir une portée hebdomaire de le samedi après-midi, compte environ un demi-million d'auditeurs chaque semaine. Vinyl Café, diffusée d'auditeurs chaque semaine. Vinyl Café, diffusée tant à Radio One qu'à Radio Two, atteint environ and personnes. Basic Black, à Radio One le samedi



Palmarès des séries dramatiques et des émissions de divertissement les plus populaires à la Télévision de Radio-Canada, 2000-2001

S48	Caserne 24*	Radio-Canada	01
1001	Bouscotte	sbensO-oibsA	6
4901	_ge_	ebeneO-oibeA	8
6801	Virginie	Radio-Canada	L
1124	La fureur	Abene Canada	9
1611	La petite vie – reprises	ebeneJ-oibeA	g
1341	La Vie la vie*	Radio-Canada	V
1344	Un gars, une fille*	ebeneO-oibeA	3
1441	Mon meilleur ennemi	Radio-Canada	7
pLL!	imab ta A	ebeneO-oibeA	1
DENZILE; (000)	EWISSION	RESEAU	DNAR

• L'émission reçoit des fonds du RT Moyenne des semaines 2 à 31 Souce : Recherche R-C (Nielsen Media Research)

comédies

Les lundis et vendredis soir, l'humour typiquement canadien était à l'honneur à la Télèvision anglaise, dans le cadre d'émissions comme This Hour Has Z2 Minutes, Royal Canadian Air Farce (toutes deux à leur huitième saison), Made in Canada, The Red Green Show (toutes deux à leur troisième saison) et la nouvelle venue deux à leur troisième saison) et la nouvelle venue Radio One).

La Télévision française a proposé deux nouvelles le comédies dramatiques qui ont contribué à renouveller le genre: La Vie la vie, autour d'un groupe d'amis dans la trentaine, et Le Monde de Charlotte, qui met en scène une fillette de huit ans et sa famille. Elle a aussi proposé une nouvelle série, Infoman, qui offrait un regard humoristique sur l'actualité.

La comédie est également très populaire à Radio Une. Madiy Off in All Directions offre depuis des années aux comédiens et aux musiciens canadiens de différents endroits du pays une plate-forme pour se faire connaître, tandis que Muckrakers est une nouvelle satire politique sur des reporters d'enquête Web.

nombreux et loyaux auditeurs pour sa troisième saison. Drop the Beat, la série dramatique hip-hop acclamée par la critique, en était à sa première saison complète, fout comme l'émission multimédia innovatrice Our Hero, et Edgemont, une dramatique hebdomadaire pour adolescents, en provenance de Vancouver.

La Télévision française a toujours a coeur de depister de nouveaux talents : parmi les sept nouvelles saison (Tag, Le Monde de Charlotte, Haute surveillance, Mon meilleur ennemi, La Vie la vie, Sous le signe du Lion II et Fred-Dy, plusieurs ont été écrites par des auteurs qui et Fred-Dy, plusieurs ont été écrites par des auteurs qui pondaisent la télévision pour la première fois.

La Radio anglaise a diffusé près de 100 dramatiques radiophoniques canadiennes originales cette année, et en mai et juin 2000, Radio One et Radio Two ont présenté la série du Festival de Stratford de la Banque de Montréal. La majeure partie des dramatiques présentées à la Chaîne culturelle de la Radio française ont été créées dans différentes régions du Canada et diffusées dans le cadre de l'émission Riexis Martin presente.

Les Nouveaux Médias ont lancé des séances de clavardage sur les sites *cbc.ca* et radio-canada.ca avec un grand nombre d'acteurs et de personnalités de CBC/Radio-Canada cette année; ces séances ont remporté beaucoup de succès auprès des auditoires



Palmarès des émissions de divertissement anglophones, 2000-2001

613	Halifax Comedy Fest	CBC	Ot
222	Popstars	Global	6
299	Made In Canada*	CBC	8
188	(1) HADR	CBC	L
† 69	Wind At My Back*	CBC	9
907	satsicossA adT	VTO	g
752	Da Vinci's Inquest ^{1*}	CBC	7
787	Red Green Show*	CBC	3
LL6	*sətuniM SS asH ruoH sidT	CBC	7
1192	RCAF	CBC	ı
DENSITÉ' (000)	ÉMISSION	UA32àA	DNAR

TOT ub sbnot set tioper noissime L'émission reçoit des fonds du FCT

Auditoire moyen dans la case-horaire précédente = 718 (Da Vinci's Inquest) Note : Séries diffusées en période de grande écoute seulement, semaines 6-32 Source : Recherche Media Virelsen)

De nombreux galas de remise de prix populaires ont été présentés cette année. La Television française a retransmis le gala des prix Gémeaux, tandis que la Télévision anglaise retransmettait le 15º gala des prix Gemini, les prix Génie, les Prix nationaux d'excellence décemés aux Autochtones, les prix du Gouverneur général pour les arts de la scène, les prix du Gouverneur général pour les arts de la scène, les prix du Gouverneur général pour les arts de la scène, les part J.1 million de téléspectateurs cette année). Avant le gala, la Télévision anglaise a présenté une émission spéciale portant sur les groupes présenté une émission la populaire série Music Works et qui étaient en lice pour les prix Juno. La Radio française a diffusé en direct, à partir du Salon du livre de Paris, la remise du Prix littéraire Annedu Salon du livre de Paris, la remise du Prix littéraire Annedu Paris et la radio de Radio-Canada.

Les très populaires sites Info-culture/iCulture ont couvert les prix Gemini/Gémeaux, Génie et Juno/ADISQ. En guise de préparation aux retransmissions en direct, les sites ont présenté des analyses, des profils et des entrevues avec des acteurs, des crinéastes, des réalisateurs, des musiciens et des artistes. Pendant les émissions, on a pu voir des entrevues exclusives en direct ainsi que des extraits audiovirevues exclusives en direct ainsi que des extraits audiovirect de l'action qui se déroulait en coulisse.

Dramatiques

CBC/Radio-Canada a derrière elle une longue et distinguée tradition de présentation de dramatiques canadiennes, et les grilles de cette année n'ont pas fait exception. À la Télévision anglaise, Da Vinci's Inquest, une émission primée qui a battu des records de cotes d'écoute, a retrouvé ses

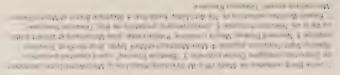
assuré la réalisation et la chorégraphie. vedette le danseur Rudolf Nureyev, qui en a également Don Quixote: The Impossible Dream, un film mettant en jazz de Montréal, avec une narration de Diana Krall; et ab lenoitematri levitsal us abnagal ab saanne teniv accompagné de l'Orchestre du Centre national des Arts; un concert donné par le ténor canadien Ben Heppner célèbre opéra canadien contemporain Beatrice Chancey, de la production du Ballet national du Canada); le année The Four Seasons (la première nord-américaine des arts au Canada. Opening Night a présenté cette l'engagement ferme de la Télévision anglaise à l'égard et de musique classique. Cette émission confirme matière de ballet, d'opéra, de jazz, de danse moderne ce qui se fait de mieux au Canada et dans le monde en grande écoute, sans pause publicitaire, qui présente une émission de deux heures, diffusée aux heures de En tèvrier, la lélévision anglaise a lancé Opening Night,

Émissions spéciales

Cette année, la Télévision anglaise a donné la vedette à Gordon Lightfoot, The Guess Who, Bruce Cockburn et Cathy Jones, et a présenté un hommage à un de ses anciens acteurs. Al Waxman, decedé sub tement. Parmi les films et miniséries, notons Heart. The Marilyn Bell Story, Scom, Virtual Mom, et Revenge of the Land. La Chaîne culturelle de Radio-Canada a présenté un documentaire sur John Mugent dans le cadre du 10^e anniversaire de sur John Mugent dans le cadre du 10^e anniversaire de Silence... on jazz !, diffusée les samedis soir.









Des arts, des spectacles et du divertissement dynamiques

à Hockey Night in Canada. les samedis étaient réservés, comme le veut la tradition, heures, sans publicité, consacrée aux arts de la scène, et Voening Night, une nouvelle vitrine régulière de deux nait par une dramatique. Les jeudis étaient réservés à bloc d'émissions humoristiques canadiennes qui se termi-

année ont remporté 32 prix Gemini. présentées à l'antenne de la Télévision anglaise cette avec 2,7 millions de téléspectateurs. Les émissions la plus populaire à la Télévision anglaise cette saison, de loin l'émission spéciale de divertissement canadienne canadiens. Talking to Americans, avec Rick Mercer, a été auditoire moyen de près de 1,2 million de téléspectateurs Royal Canadian Air Farce a été la plus écoutée, avec un à la télévision anglophone. L'émission humoristique tissement canadiennes les plus populaires diffusées anglaise a présenté huit des dix émissions de diver-Au cours de la saison 2000-2001, la Télévision

pour les arts de la scène Une vitrine exceptionnelle

Marcel Dubé Françoise Loranger et L'Echéance du vendredi (1971) de On a notamment pu voir Une maison, un jour (1970) de thèmes de Rendez-vous au théâtre et L'Eté de la musique. seène a proposé des téléthéâtres et des concerts sur les l'été 2000, cette vitrine exceptionnelle pour les arts de la cadre des Beaux Dimanches. Au cours du printemps et de présenter des spectacles culturels chaque semaine dans le Fidèle à sa tradition, la Télévision française a continué à

de Bach et Le Messie de Haendel. l'Orchestre symphonique de Montréal, l'Oratorio de Noël du Nouveau Monde à Montréal, ainsi que des concerts de du Théâtre du Trident à Québec, Don Quichotte, du Théâtre autres productions diffusées, citons Les Femmes savantes, Pête et de fierté : le 25ª Festival franco-ontarien. Parmi les d'été international de Québec, L'Acadie en couleurs et De le Festival international de Jazz de Montréal, le Festival de musique en provenance de différentes régions du pays: Les Beaux Dimanches ont également souligné des festivals

> annsi qu'à l'établissement d'équipes de production qui l'épanouissement et à la notoriété des artistes canadiens, étrangères, contribuant ainsi de manière fondamentale à tiques, des variétés et des comédies canadiennes et -emerb seb , aupisum el ab atnasara ebened-oibeR\J80 stimulent l'esprit et distraient. Depuis près de 65 ans, en présentant des émissions qui font réfléchir, CBC/Radio-Canada consiste à divertir les Canadiens Une des facettes importantes du mandat de

par le CRTC aux heures de grande écoute était de 80 %. quelques semaines. Le contenu canadien minimum exigé sorrée, d'octobre à mars 2001, atteignant même 100% grille à 94 % canadienne aux heures de grande écoute, en sa grille, de sorte qu'elle pouvait fièrement présenter une dernières années, la Télévision anglaise a « canadianisé » CRTC en matière de contenu canadien. Ainsi, au cours des à cet égard, en dépassant régulièrement les exigences du CBC Radio-Canada devance les autres medias canadiens

reconnu par ses auditoires. à la musique francophone à la Radio française est phonique canadien, et l'intérêt accordé depuis toujours anglaise est la plus élevée de tout le secteur radio-La place consacrée à la musique canadienne à la Radio

Rétrospective de l'année

et Le Coeur au poing. Le Violon rouge, C'tà ton tour, Laura Cadieux, Les Boys a diffusé également de nombreux films canadiens, dont 21 prix Gémeaux 2000 dans toutes les catégories. Elle les dramatiques diffusées à son antenne ont remporté de 260 heures de dramatiques canadiennes originales, et canadiennes pour la saison 2000-2001. Elle a présenté plus plus productives, creant sept nouvelles series dramatiques La Télévision française a connu l'une de ses années les

lundis et vendredis soir, par exemple, elle a présenté un ses soirées thématiques aux heures de grande écoute. Les publique, la Télévision anglaise a continué à développer attirmer davantage son caractère distinct de télévision Dans le cadre de son effort de transformation visant à



Parts d'auditoire (%) (%) Journée entière (24 heures) (A E L He L S ST, T (A E L He L S ST, T (A E L He L S ST, T (A E L

Télévision de CBC/Radio-Canada,

Septembre à mars Source : Recherche Media Vielsen

Gémeaux 2000. La Télévision française a également présenté une émission spéciale animée par Bernard Derome intitulée Votre santé... mais à quel prix !, qui dressait un bilan du système de soins de santé canadien. On a également pu voir Branché, au RDI, une émission sur les nouvelles technologies de l'information, et la Radio française proposait La minute Internet, reprise sur son site Internet.

En semaine, cette année, la Première Chaîne et la Chaîne culturelle ont diffusé simultanément des bulletins d'information scientrique et technologique de deux minutes intitulés Info-science. En mai 2000, l'émission Les années-lumière, présentée à la Première Chaîne, a retransmis le colloque annuel de l'Association canadienne-française pour l'avancement des sciences, tenu à l'Université de Montréal.

todradio.com a fait ses débuts cette saison parmi les émissions hebdomadaires de Radio One. Réalisée au Studio R3 du Centre de radiodiffusion de CBC/Radio-Canada à Vancouver, todradio.com est une émission interactive diffusée en direct qui met l'accent sur les conséquences des nouvelles technologies. Les auditeurs ont accès à l'émission par le biais de Radio One, d'Internet l'émission par le biais de Radio One, d'Internet (todradio.com) et de la radio numérique (à Vancouver).

Science, technologie, santé

Nous vivons une époque grandement influencée par les progrès de nos connaissances dans les domaines de la scrience, de la technologie et de la santé. Les Canadiens ont besoin d'informations exactes et actuelles pour mieux comprendre ces disciplines et prendre des décisions comprendre ces disciplines et prendre des décisions Radio-Canada rapporte les demières découvertes dans ses Radio-Canada rapporte les demières dans ses émissions de nouvelles quotidiennes ainsi que dans des émissions de nouvelles quotidiennes ainsi que dans des émissions de nouvelles quotidiennes ainsi que dans des

on a célébré cette année deux des émissions les plus réputées et les plus anciennes de GBC/Radio-Canada. The Nature of Things with David Suzuki a fêté son 40° anniversire à la Télévision anglaise et montes de Badio And and parts de Badio And and parts de Andio Andre and Andre and Andre and Andre and Andre and Andre A

reportages plus longs et dans des émissions spécialisées.

son 40° anniversaire à la l'elèvision anglaise et Quirks and Quarks, de Radio One, dont la portée hebdomadaire est de 500 000 personnes, a fêté son 25° anniversaire en octobre 2000.

The Mational, à la Télévision anglaise, a régulièrement diffusé des reportages approfondis dans le domaine des diffusé des reportages approfondis dans le domaine des sciences et de la médecine, présentés par la journaliste sciences et de la médecine, présentés par la journaliste sciences et de la médecine, présentés par la journaliste sciences et de la médecine, présentés par la journaliste sciences et de la médecine, présentés par la journaliste sciences et de la médecine, présentés par la journaliste sciences et de la médecine, présentés par la journaliste sciences et de la médecine, présentés par la journaliste sciences et de la médecine, présentés par la journaliste sciences et de la médecine, présentés par la journaliste sciences et de la médecine, présentés par la journaliste sciences et de la médecine, présentés par la journaliste sciences et de la médecine, présentés par la journaliste sciences et de la médecine, présentés par la journaliste sciences et de la médecine présentés par la journaliste sciences et de la médecine presentés par la journaliste de la j

The National, à la Télévision anglaise, a régulièrement diffusé des reportages approfondis dans le domaine des sciences et de la médecine, présentés par la journaliste de renom, Eve Savory. Cette année, Eve Savory nous a notamment présenté Genome Day, Cost of Survival (à propos des effets de la radiothérapie et de la survival de propos des effets de la radiothérapie et de la sur les organes en croissance des enfants), sur les organes en croissance des enfants),

sur les organes en croissance des enfants). Reproductive Technology et A Whale for the Watching.

pour aider les téléspectateurs à s'y retrouver dans les pour aider les téléspectateurs à s'y retrouver dans les innombrables informations sur la santé, souvent contradictoires, qui circulent dans notre société.

Cette année, Health Matters, animée par Norma Lee MacLeod, s'est penchée sur des sujets comme le traitement de l'infirmité motrice cérébrale, les médicaments utilisés pour soigner la maladie d'Alzheimer, le cancer de la prostate et la sclérose en plaque, et a également rapporté les récentes mises en garde des médecins, notamment contre les cigarettes « légères », la chirurgie au laser et les suppléments de fer administrés aux personnes âgées. Le suppléments actuelles et antérieures.

La Telévision française proposait la treizième saison de Découverte, une émission hebdomadaire dans laquelle on examine les sciences pures et appliquées et la technologie, ainsi que leurs effets sur la santé et l'environnement. Découverte a remporté deux prix



Radio One et Newsworld ont diffusé les célèbres Massey Lectures, présentées cette année par Michael Ignatieff sous le titre The Rights Revolution. Newsworld a également présenté le Symposium Lafontaine-Baldwin avec Alain Dubuc.

Parmiles emissions speciales presentees cette annee à la Télévision française, notons un débat de 90 minutes sur l'avenir du Québec, au cours duquel l'animateur Jean-François Lépine a recueilli les opinions d'Alain Dubuc, de Jean-François Lisée et de Guy Laforest. En mai 2000, de nombreuses présentations spéciales ont été diffusées de nombreuses présentations spéciales ont été diffusées de nombreuses présentations spéciales ont été diffusées.

Mos services anglais ont lancé cette année une série d'émissions spéciales axées sur divers grands thèmes. Dans le cadre du projet The Big Picture, la Radio, la Télévision et les Nouveaux Médias se sont penchés pendant quelques jours sur des sujets comme la technologie de la reproduction, la sécurité routière et l'économie. Le présenté des reportages dans les émissions The National, présenté des reportages dans les émissions The National, Marketplace et Canada Now à la Télévision anglaise, ainsi que This Moming et Metro Moming (à Toronto) à Radio One, le tout accompagné d'articles dans le Toronto) à Radio One, le tout accompagné d'articles dans le Toronto Star.

La Télévision anglaise a aussi organisé et retransmis divers débats nationaux, notamment un sur le thème Canadian History: Turning Points, animé par Peter Mansbridge et enregistré en studio avec un auditoire et un groupe d'experts.

Une véritable programmation interculturelle

Le RDI et Newsworld ont commandé 23 nouveaux épisodes de Culture-choc/Culture Shock, la seule émission régulière à la télévision canadienne présentée simultanément en trançais et en anglais. Culture-choc/Culture Shock suit les déplacements dans tout le pays de jeunes vidéojournalistes qui se penchent sur les traditions et les styles de vie variés des Canadiens.

Le décès du très honorable Pierre Elliott Trudeau

CBC/Radio-Canada a été la première à annoncer le décès du très honorable Pierre Elliott Trudeau. Entre le 28 septembre et le 3 octobre, un grand nombre d'émissions spéciales et de documentaires ont été présentés sans pause publicitaire, annulant même à l'occasion certaines émissions de CBC/Radio-Canada sur les Jeux olympiques.

Le leadership et la crédibilité de CBC/Radio-Canada dans le domaine journalistique a incité 350 000 personnes à suivre cet événement sur les sites Web de la Société. Encouragée par le grand intérêt manifesté par le public, la Télévision anglaise a compilé et mis en vente un vidéo commémoratif intitulé Pierre Elliott Trudeau : 1919-2000, pour marquer cet événement rassembleur de l'histoire du Canada. Les profits de cette vente ont été remis à un organisme caritatif choisi par la famille.

Emissions spéciales

CBC/Radio-Canada a réalisé de nombreuses émissions spéciales cette année, certaines portant sur des événements uniques ou des anniversaires, tandis que d'autres traitaient de sujets importants. En voici quelques exemples.

En avril 2000, As It Happens de Radio One a souligné le 25° anniversaire de la chute de Saïgon en diffusant.

The Helpful Fixer: Canada and the Vietnam War.

As It Happens a une portée hebdomadaire de

900 000 auditeurs. En janvier 2001, This Moming de
Radio One, dont la portée hebdomadaire est de 1,7 million
d'auditeurs, a présenté un reportage spécial en provenance
de Bagdad pour marquer le 10° anniversaire du début de
la guerre du Golfe.

Toujours au mois de janvier, Radio One a célébré dans tout le Nunavut la Semaine de l'inuktitut en diffusant des leçons quotidiennes d'inuktitut et des discussions avec des aînés et des jeunes sur l'avenir de cette langue. Dans le cadre d'un partenariat entre la Radio anglaise, les Mouveaux Médias et le Centre canadien du film, Radio One a aussi diffusé et le Centre canadien du film, Radio One a aussi diffusé et le Centre canadien Story Engine, une émission animée par Great Canadian Story Engine, une émission animée par des récits canadiens (700 jusqu'à présent) qui ont été intégrés à des émissions régionales et à l'émission This Morning.



spéciales – plus de 1 200 du coté de Newsworld – sur des évênements à caractère social, économique et politique au pays et à l'étranger. Deux évênements canadiens importants ont été retenus ici.

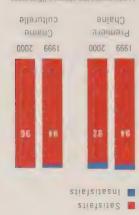
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Toutes les composantes médias de CBC/Radio-Canada ont travaillé ensemble pour fournir aux Canadiens une couverture exhaustive et une analyse approfondie des enjeux, des paris et des candidats de la campagne électorale fédérale de l'automne 2000. Le personnel local, régional et national a donné un exemple de la radiodiffusion publique nationale à son meilleur et a démontré l'efficacité d'une entreprise médiatique bien intégrée. La Société est très fière des compétences professionnelles et logistiques dont ses compétences professionnelles et logistiques dont ses compétences professionnelles et logistiques dont ses

Par sa couverture exceptionnelle des élections fédérales, CBC/Radio-Canada a pu se distinguer des radiodiffuseurs privés. Le soir des élections, l'émission de la Télévision française, animée par Bernard Derome, a recueilli 35 % de l'auditoire francophone, tandis que celle de la Télévision anglaise, animée par Peter Mansbridge, est l'émission qui a attiré le plus large auditoire anglophone, soit en moyenne 1,9 million de téléspectateurs et 2,6 millions à son point le plus fort.

Satisfaction des auditeurs envers la Première Châine et la Chaîne culturelle

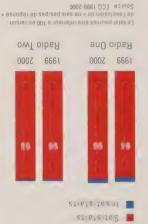
Francophones 18+ (%)



Zonica ECU 1999 2000

Satisfaction des auditeurs envers Radio One et Radio Two

(%) +8f sənodqolgnA



nouvelles émissions locales ont également vu le jour dans la région de Sherbrooke. Par ailleurs, la Première Chaîne a lancé, à Calgary, une nouvelle émission de fin de semaine intitulée Samedi l'dimanche, qui est diffusée partout en Alberta.

La Chaîne culturelle a élargi sa portée grâce à de nouveaux émetteurs à Rouyn, à Val-d'Or et à Campbellton. Depuis mars 2001, elle est aussi diffusée à Sudbury.

RCI a embauche des correspondants à Ottawa et à Toronto, ce qui porte l'équipe de reporters régionaux à sept au total. En outre, on a ajouté le mandarin et le russe à la liste de cyberjournaux dejà présentés en anglais, en français et en espagnol. Les cyberjournaux sont des nouvelles qui sont espagnol. Les cyberjournaux sont des nouvelles qui sont enovyées gratuitement par courriel à des abonnés dans le monde entier.

Les grands évênements de l'année

de l'année Le RDI et Newsworld ont fourni des retransde l'année Le RDI et Newsworld ont fourni des retransmissions en direct sans égales au pays, qui ont permis aux Canadiens de suivre les cérémonies entourant le rapatriement du Soldat inconnu, le dévoilement du monument des « cinq femmes célebres », les funérailles de Maurice Richard, les Grands Voiliers 2000 à Halifax et le centieme anniversaire de naissance de la Reine mêre le centieme anniversaire de naissance de la Reine mêre

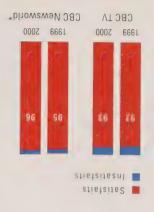
50 nouveaux documentaires ont été produits pour This Morning, The Sunday Edition, Quirks and Quarks et Tapestry, et davantage d'émissions originales ont été difflusées dans le cadre de Ideas et de Richardson's Roundup. Des détachements de personnel ont eu lieu entre les Mouveaux Médias et les services d'information de la Radio anglaise dans le but d'accroître l'expertise dans le développement de contenu.

En septembre, Shelagh Rogers a été nommée animatrice de This Moming, à Radio One, tandis que Michael Enright passait à The Sunday Edition. Radio One a continué à présenter ses émissions d'actualité du matin, du midi et de l'après-midi en provenance d'une quarantaine d'établissements partout au Canada, tandis que CBC Radio Windsor célébrait ses 50 ans de reportage d'actualité. Une nouvelle émission a fait son apparition cette année: Dispatches, une émission hebdomadaire d'affaires internationales animée par l'ancien correspondant à l'étranger Rick animée par l'ancien correspondant à l'étranger Rick

A la Radio française, deux émissions populaires de la Première Chaîne ont accédé à l'antenne nationale cette année: Indicatif présent, animée par Marie-France Bazzo, et Pourquoi pas dimanche?, avec Joël Le Bigot. La Radio française a également amélioré sa couverture des nouvelles en ouvrant deux bureaux régionaux, l'un à St. John's velles en ouvrant deux bureaux régionaux, l'un à St. John's lerre-Neuve) et l'autre à New-Liskeard (Ontario). De

Satisfaction des téléspectateurs envers CBC TY 383 et CBC Newsworld

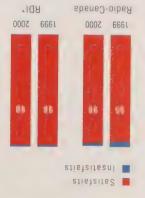
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Satisfaction des téléspectateurs envers Radio-Canada et RDI

Francophones 18+ (%)



• Parms les abonnes du câble Le total pourrait être inférieur à 100 en raison de l'exclusion de « ne sais pas/pab pad et éponse » Source : ÉCO 1999-2000

Le nombre de téléspectateurs regardant le segment Mouvelles de la formule revitalisée du National s'est accru de 5 %; l'augmentation était de 10 % en ce qui a trait au segment Affaires publiques de l'émission, en comparaison avec le nombre de téléspectateurs pendant les mêmes semaines, l'année précédente.

La Télévision française offrait quatre bulletins d'information quotidiens couvrant la scène régionale, nationale et internationale, en plus d'émissions d'affaires publiques hebdomatires, tandis que Zone libre présentait des reportages d'enquête sur des sujets d'intérêt national et international, et qu'Enjeux se penchait sur des dossiers à caractère et ou Enjeux se penchait sur des dossiers à caractère sons libre et culturel.

Afin de mieux desservir ses téléspectateurs, le Réseau de l'information (RDI) a commencé, à l'automne 2000, à diffuser la première édition du *Téléjournal/Le Point*, animée par *Stéphan Bureau*. Et Newsworld a rallongé son émission Newsworld *Today*, diffusée en direct de Toronto et de Calgany, la faisant passer de deux à quatre heures et demie en semaine.

La Radio anglaise a ajouté Jérusalem à la liste de ses bureaux à l'étranger de Londres, Moscou, Bangkok et Washington. D'importants réinvestissements ont eu lieu dans les reportages de nouvelles et la programmation d'information au niveau régional cette année. Plus de







Des nouvelles, des actualités et de l'information fiables

Les sites Web de CBC/Radio-Canada (radio-canada.ca et cbc.ca) fournissent des informations continuellement mises à jour sur l'actualité locale, régionale, nationale et internationale, 24 heures sur 24. On peut également accéder instantanément aux nouvelles et aux informations à partir de nombreux appareils sans fil, grâce à divers à partir de nombreux appareils sans fil, grâce à divers partenariats médias.

À titre d'exemple de la programmation de nouvelles, d'actualités et d'information de CBC/Radio-Canada offertes sur le Web, citons les sites français et anglais régionaux, qui donnent accès aux informations locales en provenance de toutes les régions du pays ainsi qu'aux émissions régionales radiophoniques et télévisuelles de CBC/Radio-Canada

Radio Canada International (RCI) a signé des ententes avec la Radio du peuple de Beijing, Radio Guangdong, La Voix du Vietnam, la Radio nationale d'Ukraine, La Voix du Liban, Radio Havana Cuba et le Canal EF (émissions en français à destination de l'Afrigue) portant sur des coproductions, des émissions d'actualité quotidiennes ou hebdomadaires de RCI, ainsi que des activités de formation et des échanges de personnel.

Nouvelles émissions et sanimateurs

l'heure entière.

les publicités ont été réduites de douze à six minutes pour un cas remarquable en Amérique du Nord. Globalement, Canada Now sont présentées sans pause publicitaire, et la portion « nouvelles nationales » de CBC News: grands reportages. La première demi-heure du National survie d'analyses approfondies, de documentaires et de et plus approfondie des grands événements de la journée, par Peter Mansbridge, comprend une couverture élargie tout le pays. The National (22 h - 23 h, en semaine), animé provenance de 14 stations de CBC/Radio-Canada dans en tandem avec une demi-heure de nouvelles locales en demi-heure animé par lan Hanomansing à Vancouver, en semaine) offre un bulletin d'information national d'une nationales et internationales. Canada Now (18 h. 19 h. intégré et homogène de nouvelles et d'informations National, qui se présente maintenant comme un bloc CBC News: Canada Now et une nouvelle formule du a lance deux grandes émissions d'information en soirée : Au cours de l'exercice 2000-2001, la Télévision anglaise

La programmation de nouvelles, d'actualités et d'information de CBC/Radio-Canada, présentée sur toutes les plates-formes médiatiques de la Société, fait d'elle l'organisation la plus importante en ce qui a trait aux nouvelles au Canada. Les prix internationaux et nationaux décernés annuellement attestent de la crédibilité et du professionnalisme des journalistes de crédibilité et du professionnalisme des journalistes de entier reconnaissent l'importante contribution de la Société entier reconnaissent l'importante contribution de la Société dans ce secteur.

Une année de grands changements : intégration, rationalisation, service

Cette année, CBC/Radio-Canada a apporté d'importants changements à ses services. Ces changements s'inscrivaient dans le contexte de notre nouveau modèle d'entreprise intégrée mis en place pour améliorer les services offerts aux Canadiens. Le personnel des différents services et de tous les médias collabore de plus en plus et partage les installations afin de couvrir plus de sujets dans plus d'endroits, tout en créant une souplesse de travail et en réduisant les coûts. Un bon exemple est l'intégration réussie du secteur Nouvelles et Actualités de la Télévision réussie du secteur Nouvelles et Actualités de la Télévision anglaise et Newsworld, partout au pays.

Après avoir procédé à la fusion des émissions Le Téléjoumal/Le Point, le service de l'Information de la Télévision française s'est attaqué à un projet d'envergure, le Centre de l'information, un centre entièrement numérisé à partir duquel tous les bulletins et émissions de nouvelles de la chaîne principale et du RDI seront produits et diffusés à partir de l'automne 2001. Toutes les ressources consacrées à la cueillette et à la production des nouvelles seront intégrées dans un environnement numérique qui permettra de dégager des ressources journalistiques et de les redinger vers l'amélioration de la couverture et l'analyse.

En Gaspésie, la Radio française et la Radio anglaise ont collaboré pour offrir un meilleur service, et à Sudbury, des journalistes ont couvert l'actualité pour les deux à la fois. La Radio anglaise, avec une présence journalistique dans 48 collectivités du pays, a travaillé avec les Nouvelles de la Télévision anglaise pour accroître la couverture de l'actualité et partager les ressources dans des centres plus petits. Le service local des Nouvelles de la Radio anglaise à Toronto a été inrégré aux activités des Nouvelles du réseau, ce qui a permis de réaliser d'importantes économies qui sermis de réaliser d'importantes économies qui sermit dégalement réinvesties dans la programmation.





UN GRAND SUCCE

Canada: A People's History Un grand succès : Le Canada : Une histoire populaire /

moins une partie de la série. Canadiens - c'est-à-dire un sur deux - ont regardé au attentes. Le nombre époustouflant de 15 millions de téléspectateurs qui l'ont suivie a dépassé toutes les cette série a été extrêmement positif, et le nombre de L'accueil que les auditoires et la critique ont réservé à

le site Web cbc.ca. cette série seule, trois millions de pages ont été vues sur des biographies, des photos et des extraits vidéo. Pour tribunes radiophoniques et à des sites Web qui proposent Canada anglais), à des vidéocassettes et à des DVD, à des tête de la liste des succès de librairie hors-fiction au de magnifiques illustrations (dont l'un s'est déjà classé en La série a également donné lieu à deux ouvrages contenant

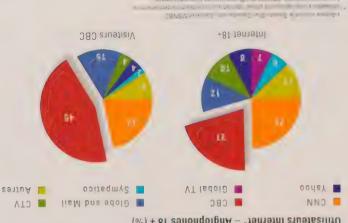
la série sera disponible dans 90 % des écoles canadiennes. les attentes. D'ici la fin de l'exercice 2002, il est prévu que catives et des guides pédagogiques ont aussi dépassé toutes de même que l'utilisation des sites Web, des cassettes édu-La demande des vidéocassettes et des livres grand public,

> de la Société à la conscience et à l'identité nationales. série constitue un excellent exemple de la contribution histoire épique du Canada, dans les deux langues. Cette d'investir les ressources nécessaires à la réalisation d'une grand impact. Seule CBC/Radio-Canada pouvait risquer une programmation distinctive, de grande qualité et à exemple de la radiodiffusion publique à son meilleur: de l'elèvision et de Hadio français et anglais, est un un nouveau modèle de collaboration entre les services dont la production sur plusieurs années a permis d'établir populaire / Canada: A People's History. Ce projet, documentaire phare, Le Canada: Une histoire Cette année, CBC/Radio-Canada a lancé sa série

> leurs propres témoignages. femmes qui ont vécu ces événements, présentée à travers epoque, ainsi que la lutte quotidienne des hommes et des tement de grandes armées et les rébellions qui fait History relate l'avénement et la chute d'empires, l'affron-Le Canada: Une histoire populaire / Canada: A People's

> neuf épisodes sur un total de 17 avaient été diffusés. 22 octobre 2000 et, à la fin du présent exercice financier, simultanement en français et en anglais le dimanche technologie numérique. Le premier épisode a été présenté mentaires extraordinaires produits entierement avec la deux années consécutives, comporte 32 heures de docu-La série, qui doit être présentée sans publicité au cours de

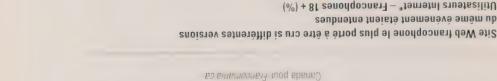
Utilisateurs Internet* - Anglophones 18 + (%) du même événement étaient entendues Site Web anglophone le plus porté à être cru si différentes versions

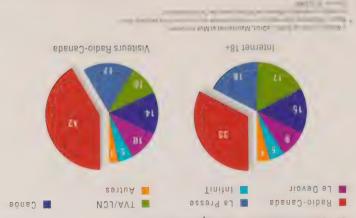


raconter le Canada et à Patrimoine canadien et Industrie créer du contenu nouveau pour le site Web La Machine à associée au Centre canadien du film et à Historica pour poche et les téléphones SCP. La Société s'est en outre de nouvelles plates-formes comme les ordinateurs de CBC/Radio-Canada rejoint également les Canadiens sur de CBC/Radio-Canada pour le bénéfice des Canadiens. Canada et MSN permettent d'étendre la portée du contenu portails tels que Sympatico, AOL, MontrealPlus.ca, Excite relatifs aux nouveaux médias avec d'autres sites Web. Des CBC/Radio-Canada a conclu de nombreux partenariats

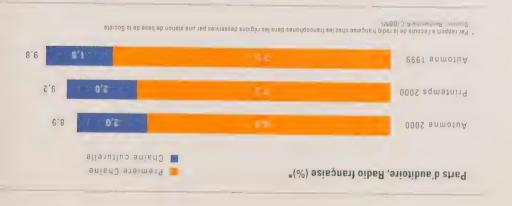
Nouveaux Médias

commercial, attrayant et impartial sur le Web comme le principal fournisseur de contenu canadien non strand they be near South Radio Canada / eus is unscribe enfants et jeunes, et des informations sur les émissions actualités, du contenu culturel, de la programmation pour des Nouveaux Médias pour fournir des nouvelles et des anglaises ont travaillé ensemble dans le cadre des activités Des équipes des Télévisions et Radios françaises et









population du pays, a élargi la portée de son service à Kelowna, à Sudbury et à Swift Current, et l'accroîtra davantage encore l'an prochain. Les sites Web de Radio Three, lancés en 2000, seront renforcés de manière à attirer un plus grand nombre de jeunes Canadiens.

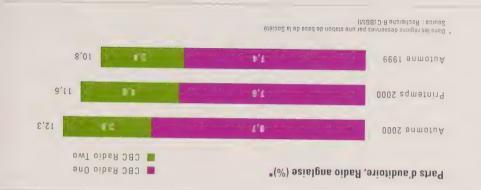
Comme les années précédentes, Radio One et Radio Two ont attiré d'importants auditoires, soit une part combinée de plus de 12 % selon les sondages BBM de l'automne 2000 et du printemps 2001. La Radio anglaise affiche des niveaux de satisfaction qui sont parmi les plus élevés pour tous les médias au pays : plus de 95 % des auditeurs de Radio One et de Radio Two se disent « satisfaits » ou sentise (ÉCQ 2000).

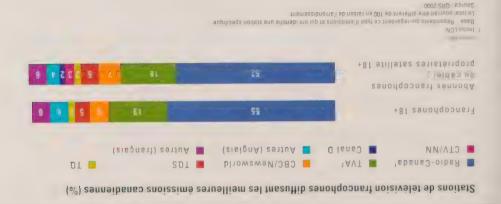
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La Radio anglaise offre des émissions informationnelles, culturelles et musicales de grande qualité à l'antenne de CBC Radio One et de CBC Radio Two, dans 48 localités du Canada.

Radio One, qui peut rejoindre 98 % des Canadiens d'expression anglaise, axe ses efforts sur un accroissement de la qualité, l'élaboration d'un plus grand nombre de séries pilotes dans tout le pays et le perfectionnement de sa programmation de base et de ses émissions ment de sa programmation de base et de ses émissions d'informations régionales. Radio Two, qui s'était engagée d'informations régionales. Radio Two, qui s'était engagée à étendre son rayonnement à plus de 80 % de la







Radio française

de très haute qualité et une programmation musicale ses deux chaînes, elle offre des émissions d'information occupé par la radio publique d'expression française. Avec Radio française est de préserver et de maintenir l'espace 80 % des francophones du pays. L'objectif principal de la unique en français - rejoignent respectivement 98 % et La Première Chaîne et la Chaîne culturelle – un service

et au rentorcement du site Web bandeapartim. pour l'encouragement et la promotion du talent canadien, canadienne, à la mise en œuvre d'une strategie unifiee règles de programmation pour la diffusion de musique canadiens grâce à l'adoption de normes de qualite et de et à favoriser davantage l'épanouissement des artistes tions régionales. La Radio française cherche a promouvoir eutre autres choses, à rehausser la qualité de ses producà Winnipeg et à Vancouver. La Société verra egalement, locale à Trois-Rivières, et en étendant la Chaîne culturelle sa présence régionale en produisant une programmation phoniques internationaux. Elle compte également renforcer et régionales et en rentorçant les partenariats radioencourageant les echanges entre emissions nationales programmation nationale et régionale sur le monde, en La Radio française a l'intention d'ouvrir davantage sa

lélévision française

la qualité de la télévision d'expression française au pays. francophone, elle contribue largement au dynamisme et a Canadiens possible. Avec une part de 16,6 % du marche calibre en français qui rejoindront le plus grand nombre de Sa mission consiste à produire des émissions de haut engagée à refléter la culture de tous les trancophones. racines dans toutes les régions du pays et qui s'est de télévision publique généraliste et populaire qui a des La Télévision française de Radio-Canada est une chaîne

emissions Jeunesse. émissions dramatiques, les émissions culturelles et les sont l'information (nouvelles et affaires publiques), les contenu. Ses secteurs de programmation prioritaires de grande qualité, tant au plan technique qu'au plan du mation accessible et diversifiée composée d'émissions La Télévision française produit et diffuse une program-

Jeux olympiques de Sydney en officant une couverture des sports, la Telèvision française a vècu a l'heure des d'un bloc Jeunesse d'une demi-heure. Dans le secteur bont eutants plutot que sur les nouvelles avec i ajout 6 h 30 et / h 30, i accent a ete mis sur les emissions nouvelle émission produite en region; en semaine, entre Jeunesse, on note davantage de dramatiques, dont une dans une formule transformée. Du côté des émissions émissions ont été proposées et d'autres sont revenues diverses transformations importantes : plusieurs nouvelles La programmation culturelle et des variétés a connu diffusion de sept séries dramatiques canadiennes inédites. mandat public. La saison 2000-2007 a ete marquee par la entrepris de renouveler sa grille et de se recentrer sur son Au cours des dernières années, la Télévision française a

exhaustive de l'evenement



accordé davantage de place aux sports amateurs. d'interprétation aux heures de grande écoute, et on a Opening Night se veut une vitrine pour les arts été intégrés dans tout le pays. La nouvelle émission Mational a été revitalisé et les services de nouvelles ont nouvelles, CBC News: Canada Now, a été lancée. Le jeunesse a augmenté du tiers. Une importante émission de les grilles de programmation. La programmation enfants et tion et réalisées au cours de l'année transparaissent dans Un grand nombre des priorités associées à la transforma-

activités de soutien administratif. et ainsi rationaliser ses processus d'exploitation et ses nuellement ses méthodes et ses mesures de production, techniques d'analyse comparative pour améliorer contiopérationnelle, la Télévision anglaise a eu recours à des Dans le souci de renforcer sa productivité et son efficacité

horaires que le reste du pays pour les émissions d'inforsemêm sel te transfer le même format et les mêmes canaux de satellite ont été mis en service, ce qui a permis du réseau interne. Et le 8 janvier 2001, de nouveaux le but d'améliorer l'efficacité des activités de distribution au mode numérique (compression vidéo numérique) dans par satellite de la Télévision anglaise du mode analogique notons la conversion des signaux du réseau de distribution Parmi les autres changements qui ont eu lieu cette année,

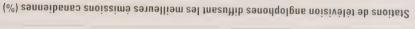
mation de début de soirée.

fondamentales et de prendre le genre de risques objectif principal de réinvestir dans ses compétences d'administration. CBC/Radio-Canada s'est fixé pour en matière de programmation, de technologie et seurs ont considerablement modifie leurs pratiques médias et de compressions budgétaires, ses plates-formes de concurrence accrue, de mondialisation, de fusion des font partie intégrante de son mandat. Dans un contexte recherche de l'excellence en matière de programmation 65 ans, la Société considère que l'innovation et la nouveau pour CBC/Radio-Canada. Depuis près de Le changement et la revitalisation n'ont rien de

innovateurs qui la distinguent des radiodiffuseurs privés.

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à l'échelle du pays. haute visibilité et être le reflet de toutes les régions de rassemblement national grâce à sa programmation à tive, moins commerciale, se présenter comme un moteur national du Canada. Ainsi, elle allait devenir plus distincont de la Télévision anglaise le radiodiffuseur public davantage insisté sur les aspects « service public » qui « canadianisation ». Au cours de l'année écoulée, on a à relever, elle a pratiquement atteint son objectif de années, malgré les grands défis financiers qu'elle a eu autres services de télévision au Canada. Ces dernières tion d'envergure qui la rendra nettement différente des La Télévision anglaise est engagée dans une transforma-





Base. Répondants qui regardent des émissions canadiennes Source : ECQ 2000



Le défis de l'environnement médiatique

L'industrie continuera d'être soumise aux pressions exercées par la fragmentation des auditoires découlant de l'augmentation des services spécialisés offerts au Canada. La politique du Conseil de la radiodiffusion et des télévommunications canadiennes (CRTC) en matière de télévision payante numérique et de services spécialisés prévoit des conditions d'accès très généreuses pour les nouveaux services. En novembre 2000, le Conseil a octroyé des pircences d'exploitation à plus de 280 services de télévision numérique, et on prévoit que plusieurs d'entre eux seront en ondes dès l'automne 2001.

Compte fenu de cette nouvelle concurrence, il sera de plus en plus difficile et coûteux pour CBC/Radio-Canada de faire l'acquisition de droits d'émissions canadiennes de grande qualité. Une plus grande sollicitation du Fonds canadien de télévision (FCT) rendra également plus difficile, pour CBC/Radio-Canada, d'accéder à un niveau de financement suffisant pour continuer à offrir une grille d'émissions qui soit typiquement et authentiquement canadienne, et pour réaliser la transformation de la Télévision anglaise et le renforcement de la Télévision anglaise et le renforcement de la Télévision

L'émergence de ces nouvelles puissances médiatiques se fera également sentir sur le marché de la publicité. Plus le conglomérat est important, plus il y aura de débouchés spécialisés et de possibilités pour placer ses publicités de manière à maximiser leur effet et pour faire des promotions cro-sees

L'industrie de la radiodiffusion traveise une période de transformation sans précédent. La présence de concurrents à la fois intégrés verticalement et beaucoup plus puissants, de même que l'apparition de nouvelles sources de concurrence au pays et à l'étranger, rendent d'autant plus essentielle la préservation d'un « espace pour la plus essentielle la préservation d'un « espace pour la radiodiffusion publique » bien ancré au Canada.

Les défis de l'environnement médiatique dans lequel CBC/Radio-Canada opère sont plus grands que jamais auparavant. La révolution numérique, la mondialisation de l'économie et les changements dans le domaine des communications comptent parmi les principaux moteurs du changement. En même temps, principaux moteurs du changement. En même temps, la tragmentation croissante des auditoires, provoquée par la venue de nouveaux services, rend plus nécessaire encore l'existence d'un radiodiffuseur de service public vigoureux au Canada.

On a vu apparaître, au cours de l'année qui vient de s'écouler, de nouveaux conglomérats puissants dans le secteur des médias au Canada. La plupart ont opté pour une stratégie d'intégration verticale tout en renforçant en même temps leur position grâce à l'acquisition de nouveaux actifs de radiodiffusion, et en étendant leurs activités en intégrant des quotidiens nationaux clès et des sociétés de production.

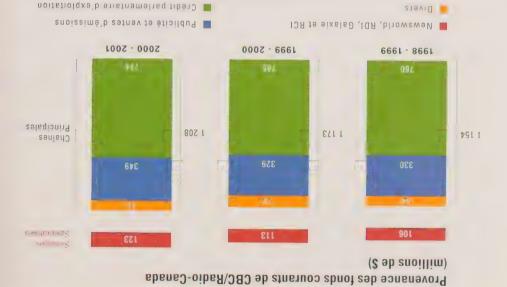
Toutes ces acquisitions se sont soldées par un renforcement marqué de la concentration dans l'industrie canadienne des médias, dont les joueurs sont désormais moins nombreux, mais plus puissants et compétitifs en matière nombreux, mais plus puissants et compétitifs en matière

en faisant i acquisition de maisons de production. canadiennes et a élargir leurs possibilités commerciales l'incertitude de l'approvisionnement en emissions pourquoi les radiodiffuseurs ont cherche a reduire demande vont perdre leur avantage compétitit. C'est s'assurer un accès à long terme au contenu en grande ce nouvel environnement, ceux qui ne réussiront pas à ainsi les intermédiaires dans la chaîne de valeur. Dans produits directement aux consommateurs, contournant en plus aux producteurs de contenu de distribuer leurs y compris Internet à haute vitesse, permettent de plus des technologies et la pénétration accélérée d'Internet, généralistes, spécialisées et payantes. La convergence en plus des débouchés comme les chaînes de télévision droits de diffusion de leur programmation dans Internet multiples, où les radiodiffuseurs cherchent à garantir les enjeu crucial dans l'environnement actuel à plates-formes En outre, la propriété des droits des émissions devient un



Points saillants financiers

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L'augmentation des revenus publicitaires en 2000-2001 est principalement attribuable à la couverture des Jeux olympiques de Sydney et est contrebalancée par une baisse des revenus publicitaires provenant de la programmation régulière. Malgré la fragmentation du marché publicitaire, l'accroissement de la concurrence et la décision de réduire la publicité de la grille des nouvelles de la Télévision anglaise, CBC/Radio-Canada a continué à offrir une programmation canadienne distinctive de haute qualité.



Dépenses d'exploitation pour 2000-2001* – 1 396,3 millions de $\$ (millions de $\$



* Excluent la provision pour l'impôt sur le revenu et l'impôt des grandes sociétés

The Rights Revolution (de Ideas). Unplugged; Wanted Words (de This Morning); et Il s'agit de : Canada: A People's History, Vinyl Café:

constitue un best-seller au Canada. plaires ou 27 000 exemplaires par épisode, ce qui et DVD confondus) représentent près de 135 000 exem-Une histoire populaire (français et anglais, vidéocassettes Les commandes du premier volet de la série Le Canada:

Les disques SRC/CBC Records

l'étiquette Les disques SRC/CBC Records l'an dernier. Plus de 90 000 disques compacts ont été vendus sous classique. Vingt nouveaux titres sortent chaque année. étiquettes au Canada spécialisées dans la musique Les disques SRC/CBC Records est l'une des grandes

> pour promouvoir les arts et la culture du pays, incluant CBC/Radio-Canada est la principale vitrine au Canada la communauté artistique canadienne CBC/Radio-Canada: Un appui clé à

aux artistes quelque 36 millions de dollars. Thamatoanblasravia at anablioit aR 180 (1001 it) in in E

les orchestres, les troupes de théâtre et les compagnies

de danse, tant à l'échelle régionale que nationale.

dants. L'an dernier, ces paiements ont atteint 64 millions versées par CBC/Radio-Canada aux producteurs indépen-La communauté culturelle bénéficie en plus des sommes

de dollars.

des œuvres tirées des émissions de CBC/Radio-Canada. grands succès de librairie au Canada anglais étaient En novembre et en décembre 2000, quatre des 10 plus



CBC/Radio-Canada : Des façons originales de servir les Canadiens

Des services de Radio et de Télévision qui diffusent dans le Grand Nord du Canada et offrent une programmation en français, en anglais et dans huit langues autochtones;

Le Réseau de l'information (RDI) et CBC Newsworld, les deux principaux services spécialisés d'information en continu au Canada entièrement financés par les redevances du câble et les recettes publicitaires;

www.radio-canada.ca et www.cbc.ca, deux services Internet à multiples niveaux qui offrent les productions radiophoniques et télévisuelles de CBC/Radio-Canada, une programmation spécialement conçue pour les nouveaux médias et des informations sur la Société;

Radio Three : une programmation interactive en anglais à l'intention des jeunes internautes (www.120seconds.com, www.newmusiccanada.com, www.justconcerts.com),

www.bandeapart.fm : une programmation interactive à l'intention des jeunes internautes francophones;

Galaxie : un service audionumérique payant qui offre 30 canaux de musique continue 24 heures sur 24, sans contenu verbal ni publicité, rejoignant 1,8 million d'abonnés;

Hadio Canada International (RCI), un des services ondes courtes les plus respectés au monde, qui diffuse en sept langues, et

Au début de l'automne 2001, arty. The Canadian Documentary Channel et Land & Sea offriront nos services aux Canadiens.

> ou communautaires. paiving es satilifies et 292 réémetteurs de stations attiliées 1 164 réémetteurs de CBC/Radio-Canada, 27 stations , ebeneJ-oibeA\J8J é finenatieqqe anoitsta 79 é un réseau d'ondes hertziennes et de lignes terrestres CBC/Radio-Canada sont distribuées par satellite et par sources, incluant la publicite televisee. Les emissions de auxquels s'ajoutent des recettes provenant de diverses Canada est constitué en majeure partie de tonds publics, rapport annuellement. Le financement de CBC/Radioministre du Patrimoine canadien, à qui elle remet un rend des comptes au Parlement par l'entremise de la ment par la Loi sur la radiodiffusion de 1991. Elle Parlement le 2 novembre 1936 et est régie actuellenational du Canada, a été créée par une loi du La Société Radio-Canada, radiodiffuseur public

CBC/Radio-Canada offre une multitude de plates-formes aux Canadiens :

La Première Chaîne et la Chaîne culturelle, CBC Radio One et CBC Radio Two: quatre réseaux radiophoniques nationaux sans publicité regroupant 73 stations régionales, qui diffusent d'un océan à l'autre, en trançais et en anglais, une programmation inégalable constituée d'information, d'émissions d'intérêt général et d'émissions musicales et culturelles;

La Télévision française et la Télévision anglaise : deux réseaux de télévision nationaux dont les 24 stations régionales et les 24 stations affiliées fournissent des services en français et en anglais dans tout le pays, et qui offrent une programmation d'intérêt général et spécialisé;



6) Faire en sorte que CBC/Radio-Canada fonctionne davantage comme un conglomerat integre.

gradeuraum aguasada et ja se daluadu. Sur ssiluadis sija judis ki aksilute, at se ti ki aksilari ki ki ki ki ki William and section sections and section sections and sections and sections are sections.

marque uniforme à l'échelle de la Société.

que dans un univers multichaînes, CBC/Radio-Canada puisse faire partager aux Canadiens une expérience unique. être en mesure de mieux servir nos auditoires canadiens, et d'en attirer de nouveaux. Notre but est de nous assurer Grâce à ces priorités et grâce aussi aux approches stratégiques retenues pour réaliser nos objectifs, nous espérons

soit la diffusion d'émissions canadiennes distinctes de grande qualité. année, afin qu'il reflète bien le concept d'intégration de CBC/Radio-Canada, et mette l'accent sur sa raison première, comme entité intégrée. C'est dans cette optique que nous avons revu la présentation du rapport annuel de cette CBC/Radio-Canada se mesure à son efficacité, et cette efficacité dépend de l'aptitude de la Société à fonctionner Je tiens à rappeler que je crois à l'importance d'un radiodiffuseur public national fort au Canada. La force de

personnel, le renouvellement de la Société qui prend forme serait impensable. pu se produire. La radiodiffusion est une activité créatrice à prédominance de main-d'œuvre. Sans le soutien de son d'administration de CBC/Radio-Canada de son appui constant et solide, sans lequel tous ces changements n'auraient la valeur perçue des services que nous dispensons à la population canadienne. Je suis reconnaissant au Conseil L'exercice a été marqué par la recherche constante de moyens plus efficaces de mener notre barque et d'améliorer

la poporation. Merci, Mine Saccier. Par votre travail, vous avez fait en sorte que nos demarches actuelles pour sans are the compressions sans precedent tout en parvenant a sauvegaider l'integrite des services offerts a preuve d'aplomb et de fermeté. Grâce à sa persévérance et à sa vision, elle a permis à la Société de poursuivre son son mandat, marqué par les heures les plus contraignantes de l'histoire de CBC/Radio-Canada, Mme Saucier a fait a été présidente du Conseil d'administration de CBC/Radio-Canada du 1^{et} avril 1995 au 8 décembre 2000. Durant En guise de conclusion, permettez-moi de rendre hommage à Mme Guylaine Saucier, une grande Canadienne, qui

renouveler et renforcer CBC/Radio-Canada puissent aboutir.

président par intérim du Conseil d'administration



3) Favoriser l'émergence d'un débat sur le financement de CBC/Radio-Canada dans une optique

tion canadienne. permettra de nous démarquer davantage et d'accroître la valeur perçue des services que nous offrons à la populasuon aldes et supabe francement au prise de façon efficiente, et qu'un financement adéquat et stable nous paux intéressés, afin de faire valoir l'importance du radiodiffuseur public national. Nous allons faire la preuve que Nous allons profiter de toutes les occasions pour susciter un débat avec le public, le gouvernement et les princid'efficacité accrue.

Assurer la viabilité de nos grilles canadiennes.

s'assurer qu'elle peut tirer parti au maximum du FCT afin de maintenir et d'améliorer ses grilles canadiennes. ment a renouvelé le FCT pour un an, et des changements ont été apportés à sa direction. CBC/Radio-Canada doit du financement que le Fonds canadien de télévision (FCT) accorde aux émissions de CBC/Radio-Canada. Le gouverne-Notre capacité à diffuser des émissions de télévision canadiennes de grande qualité dépend dans une large mesure

sélection judicieuse d'alliances et de partenariats. Positionner CBC/Radio-Ganada de façon à lui permettre de mieux remplir son mandat grâce à une

maximiser la portée de nos services et de créer de nouvelles sources de revenus. Nous sommes en train de renforcer la position de CBC/Radio-Canada au moyen d'alliances stratégiques, afin de

CBC/Radio-Canada fait office de partenaire clé. Ces trois services entreront tous en ondes à l'automne 2001. 2000, a octroyé des licences pour l'exploitation de trois nouveaux services de télévision spécialisés dans lesquels Nous nous réjouissons des décisions du Conseil de radiodiffusion et des télécommunications canadiennes qui, en

BCE Media (16 %), ARTE France (15 %) et Spectra (7 %). et consacré aux arts et à la culture; il regroupe cinq actionnaires : CBC/Radio-Canada (37 %), Télé-Québec (25 %), anty (à l'origine alenoiten alladoà'l é àuditrzib asieznert augnel na aoivrae nu tea (atrA eab àlàT anigino'l à

et quatre producteurs indépendants (1 % chacun). cinéastes canadiens. Ce service regroupe Corus (53 %), CBC/Radio-Canada (29 %), l'Office national du film (14 %) national du film ont joué dans l'émergence de documentaires canadiens, et servira de tremplin aux nouveaux The Canadian Documentary Channel renforcera le rôle de premier plan que CBC/Radio-Canada et l'Office

Corus (70 %) et CBC/Radio-Canada (30 %) sont les partenaires de Land & Sea. des ressources naturelles et diffusera des nouvelles et des informations à partir de Winnipeg et de St. John's. Land & Sea présentera des émissions intéressant les communautés rurales et le secteur de l'exploitation

satellite Star Choice offrent désormais un bouquet conjoint de 40 chaînes musicales, moitié-moitié Galaxie/DMX. notre service audio payant, Galaxie. La plupart des grands câblo-distributeurs et le service de distribution par Nous avons aussi conclu une entente de mise en marché avec Corus Entertainment concernant la distribution de

proposant des services à plusieurs entreprises de communication sans fil. motion. En outre, CBC/Radio-Canada a signé plusieurs ententes pour accroître la portée de ses Nouvelles en de nos activités complèmentaires, notamment en ce qui a trait à Internet, aux événements spéciaux et à la pro-Nous avons également conclu une entente de partenariat avec La Presse afin de tirer parti des synergies découlant



Faire la preuve que CBC/Radio-Canada est une entreprise bien gérée, et générer des recettes qui pourront être réinvesties dans la programmation.

supersmitted appropriet some some plant is an experience of the control of the co

mesures qui nous aideront à parvenir à nos fins.

Au no signes at 200 nous across versus a USA. Networks nos deux chaires cablees anecreanes. Tho et Newsworld International (détenues en copropriété avec Diffusion Power inc.) pour un montant de 153 millions de dollars canadiens. La part qui revient à CBC/Radio-Canada – environ 76 millions de dollars – servirs à la production on en caracter de nouvelles, d'actualités et de documentaires, et le programmateur de Newsworld Interprincipal fournisseur de nouvelles, d'actualités et de documentaires, et le programmateur de Newsworld Interprincipal permettant ainsi à la Société de faire rayonner son image de marque aux États-Unis.

Mous avons créé une Division immobilière autonome chargée de tirer le maximum de la vente ou de la location de seus pas. Les economies dans les couts d'exploitation des impeubles et dans les depenses en immobilisations connexes constituent également une priorité de cette nouvelle Division. Toutes les nouvelles recettes réalisées grâce à cette démarche seront réinvesties dans la production et la diffusion d'émissions canadiennes de réalisées grâce à cette démarche seront réinvesties dans la production et la diffusion d'émissions canadiennes de producte de la diffusion d'émissions canadiennes de procéder à des analyses comparatives pour déterminer les meilleures pratiques qui ont cours dans l'industrie.

Nous avons également annoncé que nous sommes en train d'examiner la possibilité de vendre nos actifs de transmission et de distribution, comme d'autres radiodiffuseurs publics l'ont fait récemment pour concentrer leurs efforts sur la programmation. En juillet 2000, nous avons émis une demande d'expression d'intérêt afin de trouver une entreprise ou un consortium du secteur privé intéressé à se porter acquéreur des 608 tours de transmission, 750 sites de transmission et 2 500 émetteurs de CBC/Radio-Canada, et à poursuivre les activités de transmission de radiodiffusion et 2 500 émetteurs de transmission voix et données fournis à des radiodiffuseurs et à de radiodiffusion et les autres services de transmission voix et données fournis à des radiodiffuseurs et à

Présenter une programmation distincte de grande qualité.

Nous avons entrepris de transformer en profondeur la Télévision anglaise et de favoriser, dans tous nos médias, les initiatives de changement qui visent à renforcer notre caractère distinct dans le nouvel environnement concurrentiel. Nous concentrons également nos efforts sur les activités suivantes : consolider la présence et la représentation voix et de nouveaux visages; maintenir notre les activités suivantes en valeur de nouveaux talerzs, de nouveaux voix et de nouveaux visages; maintenir notre les dership dans le domaine journalistique; créer un environnement télévisuel fiable, instructif et divertissant pour les enfants; et privilègier un contenu canadien de grande qualité.

That set the proposes an cours de cette demer a ance alors que rous procedions a d'importance That set is a serie programation and a serie serie de l'escord d'entre eux ont regarde la serie speciale Le Canada. A People's History. Nos auditoires ont prouvé que les Canadiens sont friands du genre de programmation que seul un radiodiffuseur public peut leur offfrit. Nous sommes très fiers du succès remporté par cette série, et très satisfaits de l'accueil réservé par les téléspectateurs à ce genre d'émissions canadiennes distinctes de grande qualité.





directeur général Message du président-

distinctive de grande qualité a été du Canada. Notre programmation celles de radiodiffuseur public national Nous avons renoué avec nos racines, plus fertiles à CBC/Radio-Canada. L'année 2000-2001 a été une année des

à Pierre Elliott Trudeau, et le lancement de notre couverture des élections fédérales, l'hommage en direct des Jeux olympiques de Sydney, la fait ressortir nos points forts. Les reportages ponctuée d'événements importants qui ont

publique au Canada. noisufficial par la rediouve et renforcée – et témoignent du rôle crucial joué par la radiodiffusion 15 millions de Canadiens, illustrent ce qu'on peut attendre de

l'univers multi plates-formes de 2001. confrontés : Avons-nous encore besoin d'un radiodiffuseur public ? Ma réponse est oui, absolument, surtout dans tace sorte subjection à laquelle tous mes confrères des autres radiodiffuseurs publics dans le monde sont d'un pays. Lorsque j'ai accepté le poste de président-directeur général de CBC/Radio-Ganada, je savais que j'aurais à La radiodiffusion publique nationale est indispensable à l'édification et à la consolidation du tissu social et de la culture

p ates-formes mediatiques et valeurs du monde. CBC/Radio-Canada s'acquitte de ces tâches dans une perspective canadienne, sur toutes ses et de promouvoir une expression hétérogène, et de créer un espace réservé à la représentation des diverses cultures programmation que seul un radiodiffuseur public peut se permettre. C'est à lui également qu'il incombe d'encourager diffuseurs publics ont un rôle plus important que jamais à jouer. Il y a des risques et des innovations en matière de Dans le contexte actuel de la mondialisation, et de la dispantion des frontières nationales traditionnelles, les radio-

typiquement canadien; et à fournir des plates-formes accessibles pour l'expression d'une grande diversité de voix et d'idées. radiodiffuseurs publics consiste à refléter la culture et les valeurs de leur pays; à encourager et à soutenir le contenu Les radiodiffuseurs publics ont un rôle particulier à jouer, bien différent de celui des radiodiffuseurs privés. Le rôle des

reflete ces citoyens et peut avoir une incidence positive sur leur vie. Les radiodiffuseurs publics voient dans leurs auditoires des citoyens plutôt que des consommateurs. Leur programmation

concurrentiel, la Société a établi un certain nombre de priorités pour parvenir à ce but fondamental. à partager une expérience unique. Etant donné la précarité de nos ressources et un environnement de plus en plus responsable. Notre but est de nous démarquer en tant que radiodiffuseur de service public et de convier les Canadiens originale de grande qualité, en ayant recours à la technologie la plus avancée, et d'une manière qui soit financièrement En tant que radiodiffuseur public national, CBC/Radio-Canada est tenue d'offrir aux Canadiens une programmation



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